

Southwest

MARCH
1938

20
CENTS

BUSINESS

Published at Dallas in the interest of the Southwest since 1922



—PARKER GRIFFIN PHOTO

Air-Conditioning Issue
Number 1

IN THIS ISSUE:

Dallas Finds Summer

Comfort in Air-Conditioning



Still in there pitching!

No one better exemplifies the American businessman than Benjamin Franklin, shown in the picture above conferring with his associates during the early days of our nation.

From the M. G. M. Short Subject, "Servant of the People"

COOPERATION to Combat Recession," news headlines proclaim.

"Let's Have Teamwork," editorials plead.

"All together now," speeches exhort.

Splendid! More of that means less of the discord, misunderstanding, and frequent bogging down of business so rife and regrettable during these frantic '30s.

We, the 1,000,000 members of 2,000 Chambers of Commerce, give voice to a fervent "Amen."

And our fervency is born of experience. We *know* what teamwork can do. It is the power-stream, the motive force of every Chamber.

Since the Chamber of Commerce of the State of New York, older than the U. S. Government itself, fought the Stamp Act and the tax on tea in 1768, American businessmen have been working together.

Working together, Chamber members work out business problems, straighten tangles, adjust injustices every day everywhere.

Working together, they are "still in there pitching" for a better understanding of business.

Working together, they have helped to make their communities better places in which to live . . . by helping to provide schools, colleges, hospitals, clinics, parks, playgrounds. By providing jobs, aiding industries, ironing out labor problems and trade wars.

Teamwork is an old story that never seems to grow old in its ability to tackle trouble—and down it!

Such cooperation is for the real things, the good things our business civilization stands for. The things people mean when they say "What helps business helps you."

This advertisement is published by

SOUTHWEST BUSINESS issued monthly in the interest of the great Southwest, distributed in the Southwest region — rich in oil, cotton, cattle, wheat, timber, orchards, truck gardens, citrus, sheep, goats, swine, quarries, mines, and many other material resources.

SOUTHWEST BUSINESS feels it its duty, as an executive publication, to assist in every possible way the promotion and publicizing of the continued growth and prosperity of this great Southwestern region. We have in the past, and will continue those policies which we think will be beneficial in furthering agriculture and industry in the Southwest.

If you are interested in a special pamphlet on the subject of teamwork in business through Chambers of Commerce, write: NATION'S BUSINESS, U. S. Chamber Bldg., Washington, D. C. No obligation.

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OKLAHOMA

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HOTEL HUBER Muskogee

HOTEL BELMONT Okmulgee

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HOTEL SETTLES Big Spring

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HOTEL JEAN LAFITTE Galveston

CORONADO COURTS Galveston

MIRAMAR COURT Galveston

HOTEL CAVALIER Galveston

HOTEL LUBBOCK Lubbock

HOTEL FALLS Marlin

HOTEL GHOLSON Ranger

HOTEL CACTUS San Angelo

ANGELES COURT San Antonio

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HOTEL MOUNTAIN LAKE Mt. Lake

Affiliated
NATIONAL HOTELS



Volume 17 March, 1938 Number 3

Southwest
BUSINESS

Established 1922

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THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

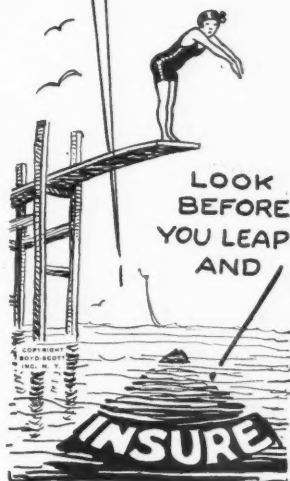
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ANDREW DeSHONG, Editor
HUGH CARGO, Staff Artist
EARL Y. BATEMAN, Manager

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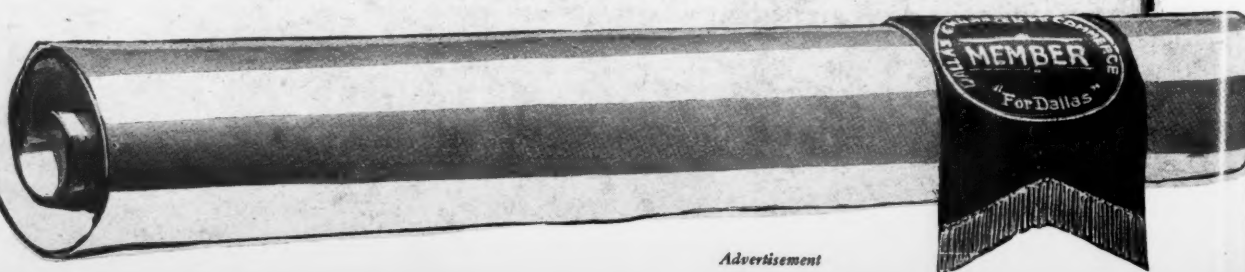
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Honor Roll

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section

Date Established	Years Old	Name	Date Established	Years Old	Name
1869	68	The Schoellkopf Co. <i>Famous the World Over</i>	1893	45	Fleming & Sons, Inc. <i>Manufacturers of Paper and Paper Products</i>
1872	66	E. M. Kahn & Co. <i>One Policy, One Ownership, One Location</i>	1895	43	Hunt Grocery Company <i>Complete Food Department Under One Roof</i>
1872	66	Huey & Philp Hardware Co. <i>Wholesale Hardware</i>	1895	43	Fulton Bag & Cotton Mills <i>Burlap and Cotton Bags, Tents and Tarpaulins</i>
1873	65	Walples Platter Company <i>Wholesale Groceries</i>	1896	42	Briggs-Weaver Machinery Company <i>Industrial Machinery and Supplies</i>
1875	63	Higginbotham Pearlstone Hdwe. Co. <i>Wholesale Hardware</i>	1897	40	Merchants Retail Credit Association
1875	63	Dallas Transfer & Terminal Whrse Co. <i>Warehousing</i>	1900	38	The Murray Company <i>Manufacturers of Cotton Ginning Machinery</i>
1876	62	Chas. Ott, Inc. <i>Safe, Guns, and Locksmith</i>	1901	37	Mason Engraving Company <i>Steel and Copper Plate Engravers</i>
1876	62	Fakes & Company <i>Wholesale and Retail Furniture</i>	1901	37	Dallas Plumbing Co., Inc. <i>Plumbing and Heating Contractors</i>
1876	62	Chas. L. Dexter & Co. <i>Insurance General Agents</i>	1902	36	The Exline-Lowdon Company <i>Lithographing and Printing</i>
1876	62	Griffiths & Company <i>Lumber, Building Material and Roofing</i>	1902	36	Cullum & Boren Company <i>Sporting and Athletic Goods</i>
1876	62	Trezevant & Cochran <i>General Insurance Agents</i>	1902	36	S. L. Ewing Company <i>Typewriters, Adding Machines and Supplies</i>
1877	61	Linz Bros. <i>South's Greatest Jewelers</i>	1903	35	Republic Insurance Company <i>Fire Insurance</i>
1883	55	Barrow, Wade, Guthrie & Co. <i>Accountants and Auditors</i>	1903	35	Southwestern Life Insurance Company <i>Life Insurance. A Texas Institution</i>
1884	54	Henry Pollock Luggage <i>Luggage, Best on Earth</i>	1904	34	Atlas Metal Works <i>Metal Manufacturers</i>
1884	54	Gibbard Investment Co. <i>First Mortgage Loans</i>	1906	32	Hesse Envelope Company of Texas <i>If it's an Envelope Hesse makes it</i>
1884	54	O. K. Harry Steel Works <i>Sheet Metal Manufacturers</i>	1906	32	Dallas Title & Guaranty Co. <i>Oldest in Texas</i>
1884	54	R. H. Dearing & Son <i>Drilling Contractors and Oil Producers</i>	1906	32	Dallas Towel Supply Company <i>Linen Supply Service</i>
1885	53	Mosher Steel Company <i>Structural Steel, Concrete Bars, and Ornamental Iron Works</i>	1906	32	Elliott Shiels Planing Mill Company <i>Millwork</i>
1886	52	Robert Nicholson Seed Company <i>Garden, Field and Flower Seeds</i>	1908	30	Stewart Title & Guaranty Company <i>Abstracts of Titles</i>
1887	51	Metropolitan Business College <i>Stenographic, Secretarial, Accounting and Bookkeeping</i>	1909	29	Ideal Laundry & Dry Cleaning Co. <i>Dry Cleaning and Laundry</i>
1888	50	I. Reinhardt & Sons Co. <i>All Kinds of Insurance</i>	1910	28	Hedgecock Artf. Limb & Brace Mfg. Co. <i>Artificial Limbs</i>
1889	49	J. W. Lindsley & Co. <i>Real Estate, Insurance & Bonds</i>	1911	27	Graham-Brown Shoe Company <i>Manufacturers and Jobbers of Shoes and Boots</i>
1890	48	J. M. Colville & Son <i>Printing and Advertising</i>	1912	26	American Transfer & Storage Co. <i>Warehousing, Local and Long Distance Moving</i>
1891	47	Southwestern Paper Company <i>Founded in 1844</i>	1912	26	Potts-Knaur Leather Company <i>Shoe Findings</i>
1891	47	Jno. Deere Plow Company <i>Agricultural Implements and Tractors</i>	1913	25	Wyatt Metal & Boiler Works <i>Steel Plate Fabricators and Metal Workers</i>
1892	46	The Egan Company <i>Printers and Publishers</i>	1913	25	Hart Furniture Company <i>Complete Home Furnishings</i>
			1913	25	The Texas Employers Ins. Assn. <i>Workmen's Compensation Insurance</i>



Southwest BUSINESS

VOLUME 17

MARCH, 1938

NUMBER 3

SCIENCE COMES TO THE *Rescue of Art*

By ANN GOUGH HUNTER

THE laboratory of conservation and technical research for the fine arts at the Dallas Museum of Fine Arts is inspiring deep interest not only in Texas but in other sections of the country as well. This department is planned to meet a need long felt by museums and collectors in the South and West, who, heretofore, have had to send their paintings to museums of the North and East for restoration and authentication.

The establishment of this laboratory is the outgrowth of interest in restoration created by Charles M. Muskavitch of Boston, who came here last May upon recommendation of Fogg Museum authorities to work on a collection of paintings loaned indefinitely to the museum by an anonymous Dallas connoisseur.

Art magazines have carried numerous stories about the work done by Mr. Muskavitch upon these paintings, and the press, especially in Texas, has commented extensively. Now a collection of souvenirs and works of art from the Whaling Museum of New Bedford, Massachusetts, has been sent to the Dallas laboratory for treatment.

"It is a long way from New Bedford to Dallas, and our museum is new, but it seems that Mr. Muskavitch has a proverbial 'mouse-trap' that attracts attention," comments the *Dallas Times-Herald* in a recent editorial. "The consignment from Massachusetts is a tribute to him, but it suggests how an art museum can be a civic asset in more ways than one."

The conservation work done on the anonymous loan collection in the Dallas Museum not only has demonstrated how physics, chemistry and modern scientific equipment can be utilized for the preser-

vation of objects of art, but has revealed some startling facts about the pictures.

There are forty-three paintings in this collection, which formerly belonged to Marquis of Torre Tagle of Lima, Peru. He sold them in 1914 to a relative of the present owner. They were stored in a basement vault, where they were lost to the art world for a quarter of a century. Then the present owner communicated with Dallas Museum authorities saying that he had been informed that there were some fine paintings in the lot, though no catalogue had come with them.

Mr. Muskavitch was then engaged, and his work has revealed a collection said to be the most remarkable in this section of the country. Among those that have been put in condition and hung are: *Crucifixion* by Correggio; *Portrait of a Man in Armor* by Lorenzo Lotto; *The Nativity* by Rembrandt; *Dead Christ* by Rubens; *The Concert and Young Man in Sash* by Velasquez; *St. Jerome in the Wilderness* by Joachim Patinir; *Madonna and Child* by Giovanni Bellini, and others.

More than a dozen canvases, blackened by dirt and aged varnish, still require attention. The exact value of the collection cannot be determined until all are in condition, but it is estimated that they are worth more than \$1,500,000.

The most valuable painting is probably *The Concert*, done in 1629 by Velasquez. Another canvas, which illustrates the later period of the master's work, is a portrait of an aristocratic man in a gold sash. The sitter's face and pose have detached serenity and poise, and his rich costume betokens wealth and security.

Another canvas, attributed to Velasquez, is nine by fifteen feet, the largest



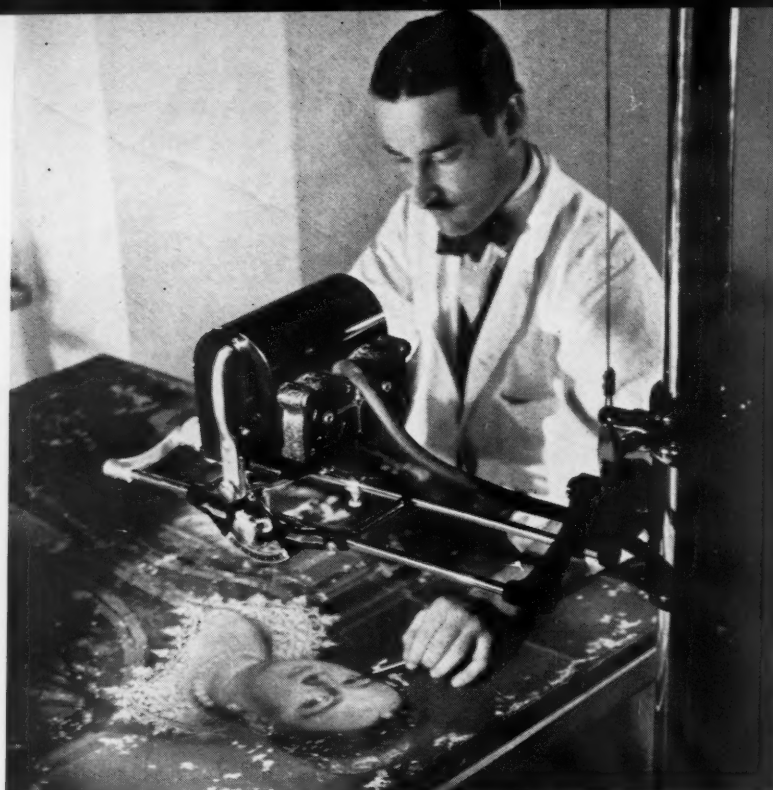
The chemical examination of pigments has an important bearing upon the authentication of pictures. Various pigments were in use at different periods of art history and chemical analysis sometimes reveals frauds and also helps to establish the authenticity of masterpieces. In the photograph Mr. Muskavitch is shown in his laboratory making a microscopical and chemical analysis of paints.

in the collection. It is badly encrusted with the accumulated dirt and blackened varnish of the years.

The X-ray played an important and interesting part in the restoration of the picture of a Venetian knight, attributed to Lorenzo Lotto. This Lotto, when scientifically cleaned of varnish and paint that had been added at a later date and revealed by the X-ray, showed the decapitated head of an enemy in one hand of the knight and a sling-shot in the other. Some later owner, disapproving of the gruesome spectacle, had had the bloody head painted out. The figure of a page was also revealed in the upper right hand corner.

"Picture restoration was formerly a lore, a craft—and was regarded as mysterious, something of a black art," Mr. Muskavitch explained. "But it is now candidly the foster child of science, and science has robbed it of its mystery."

"A highly systematized technique has been developed by the endless study of chemists, physicists, restorers and X-ray



Mr. Muskavitch is shown examining "Bianca Cateppo" by the great Florentine painter Bronzino, with the X-ray. In the opinion of Mr. Muskavitch the figure of the boy in the painting (See opposite page) was added at a date later than the completion of the original picture. Often the sons and grand-sons of sitters decided to be "in the picture" long after it had passed out of the hands of the first owner, and the X-ray helps to establish these facts.

technicians to aid curators of museums and private collectors in obtaining exact information concerning the origin and methods of preservation of works of art.

"Ultra-violet examination, though restricted by certain conditions, tends to indicate to the curator and restorer the amount of repainted surface at the time. Photographs of the painting taken under the ultra-violet light act as a valuable record and guide for the restorer. When the extent of the damage under the repainted areas shown on the ultra-violet photographs is desired to be known, X-ray photography is used to record the condition.

"Low-power microscopic examination readily reveals skinned and repainted surfaces. The surface character of the paint is easily studied by this means, thus revealing brush-markings and often the character of the pigments used—the relative thickness and condition of the surface coating is observed with accuracy. Chemical analysis of pigments is helpful in determining the authenticity of a painting since different pigments were used at various periods of history."

George Stout of Fogg Museum, where Mr. Muskavitch served as technical adviser in 1934, coined the word "conservator" to distinguish the scientific restorer from the craftsman. "Conservators" always speak of "conserving" a picture

faces have had paint scaled off, as in the case of the Bronzino at the Dallas Museum, the places are retouched with neutral or matching color, and every effort made to retain the original.

The most remarkable experiment now in progress at the Dallas Museum is the attempt to remove the paint of a picture, five and one-half by seven and one-half feet, from the original wood panel on which two Dutch painters painted it over 300 years ago, and cement this picture, without altering or damaging it, onto another panel. This process, which has been tried out successfully by skilled conservators on smaller paintings, has never been executed on such a large picture, so far as is known.

This is a very fine example of Seventeenth Century Dutch painting, entitled *The Siege of Troy*. C. Polembourg painted the figures, and J. Breughal the landscape. The wood panel has been damaged by worms and bacteria, and is beginning to warp and shrink. The picture is threatening to disintegrate.

Briefly stated, the process of restoration on this painting is as follows: Several layers of rice paper are cemented on the surface of the picture by a specially prepared mixture. Working at first with a magnifying glass and later with a microscope, every fibre of wood is removed from the back of the paint, which is held secure by the layers of rice paper in front. When every splinter of the old backing is gone, a layer of linen will be pressed over the back of the painting with a chemical combination, which is

(Continued on Page 17)



Graphic Review of Dallas Business

Business Indices, January, 1938, compared with January, 1937

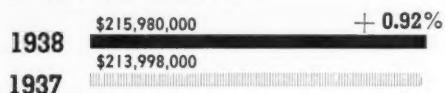
POSTAL RECEIPTS



BUILDING PERMITS



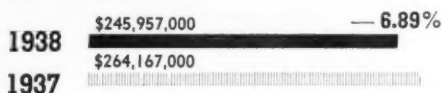
BANK CLEARINGS



TELEPHONES



BANK DEBITS



ELECTRIC METERS



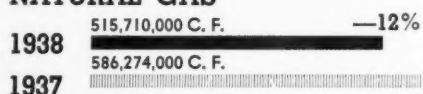
STREET RAILWAY PASSENGERS



GAS METERS



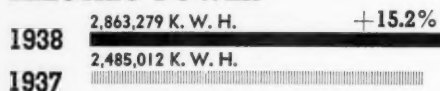
INDUSTRIAL CONSUMPTION OF NATURAL GAS



WATER METERS



INDUSTRIAL CONSUMPTION OF ELECTRIC POWER



AIR MAIL POUNDAGE



NEW CAR REGISTRATIONS



NUMBER OF BUILDING PERMITS



THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1937		1938									
	January	February	March	April	May	June	July	August	September	October	November	December
Bank debits (dollars, in thousands)	245,957	264,167	223,589	242,752	221,786	231,952	242,058	230,077	255,202	258,782	236,598	282,612
Bank clearings (dollars in thousands)	215,980	213,998	196,153	222,945	203,410	219,737	225,697	216,017	251,516	251,045	227,286	238,805
Building permits (dollars)	965,643	911,986	857,814	1,310,267	1,043,106	908,468	837,573	644,848	828,358	859,214	895,951	877,316
Motor vehicles (new registrations)	965	1,207	1,202	1,387	1,375	1,439	1,352	1,177	1,069	1,218	1,018	1,065
Electric meters	79,763	76,811	77,177	77,616	77,959	77,968	77,959	78,786	79,314	79,617	79,661	79,815
Telephones	86,059	81,095	81,756	82,814	83,405	83,188	83,194	83,557	84,465	85,029	85,304	85,634
Gas meters	74,575	71,855	71,972	70,934	69,917	69,347	69,344	69,510	70,373	72,842	73,898	74,257
Water meters	71,528	68,956	69,156	69,668	69,847	70,188	70,450	70,695	70,902	71,136	71,269	71,413
Industrial gas consumption (in thousands of cubic feet)	515,710.0	586,274.0	479,129.0	369,158.2	330,271.8	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4
Industrial power consumption (in kilowatt hours)	2,863,279	2,485,012	2,423,550	2,706,427	2,972,093	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340
Street cars and bus traffic (passengers)	4,928,764	4,630,442	4,453,192	5,166,944	5,261,435	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,891,452	5,037,650
Postal receipts (dollars)	331,074	332,817	331,864	356,236	352,880	347,277	332,664	303,273	368,511	398,231	371,611	481,862



Dallas Business

Coulter Premium Company, 2004 Jackson St. Theatrical equipment.

De-Haro-Reynolds Export-Import Co., 412 Burt Building. Manufacturers' agents and importers-exporters.

Glenn-Robason Oil Company, Eagle Ford Road. Distributors of Cosden oil products.

Houston Paint Company, 3309 Oak Lawn Ave. Paint. Home office, Houston, Texas.

Jax Beer Company, Inc., 3012 Canton Street, beer. Home office, New Orleans, Louisiana.

Tommy Lott Sales Co., 3405 Main St. Phonographs.

Willis L. McQueen Garden Supplies, 3612 Ross Avenue. Hedge shears and garden equipment and supplies.

W. T. Norton, 419 North Texas Building. Disinfectants.

Powers Regulator Company, 1634 Allen Building. Regulators, temperature control instruments. Home office, Chicago, Illinois.

Reo Sales Corporation, 1214 South Ervay Street. Distributors of Reo motor trucks. Home office, Lansing, Michigan.

U. S. Electrical Motors, Inc., 903-4 Burt Building. Electric motors for oil field service. Warren Beaman, district manager. Home office, Los Angeles, Calif.

Willis Crankpin Tool Company, 206 Henry Street. Automotive tools.

Petroleum:

Colonial Oil Company, incorporated by Samuel F. Reaves, Robert W. Cardwell and Beatrice M. Cardwell. Location of office not yet announced. Oil producers.

Hancock & Flippen, 902 Republic Bank Building. Oil producers. James D. Hancock and Newton G. Flippen.

Ray Drilling Company, incorporated by W. C. Ray, R. C. Fields and Paul D. Beaird; drilling contractors. Location of office not yet announced.

Texola Producing Company, Gulf States Building. Incorporated by W. B. Washington, R. F. Morgan and Blanche Washington. Oil producers.

Miscellaneous:

Consolidated Advertisers, Inc., 502 Mercantile Building. Advertising.

Goss Transfer & Storage Company, 620 West Davis Street. Transfer.

Grove Theatre, Buckner Boulevard.

(Continued on Page 23)

SIXTY-SIX new businesses located in Dallas during February, including eight manufacturing plants, thirteen wholesalers and distributors, nineteen retail concerns, five oil companies and twenty-one classified as miscellaneous. Of the number, seven were branches of national concerns.

Among the new concerns secured during February were the following:

Manufacturers:

Bert's Blue Bonnet Popcorn Company, 1506 South Akard Street. Manufacturers of cheese crisp popcorn.

Broadcast Recordings, Inc., 822 Santa Fe Building. Manufacturers of electrical transcriptions for radio broadcasting.

George J. Hundley Company, 531 South Ervay Street. Photo and blue prints.

Morgan Bros. Planing Mill, Love Field Hanger No. 2. Mill work.

Ralph Pierce Sheet Metal Co., 121 South Lancaster Avenue. Sheet metal products.

Clyde E. Ponder, 2102-A Elm Street. Commercial uniforms.

Service Operating Company, 1110 Wall Street. Bakers.

Texas Photo Copy and Blue Print Co. of Dallas, 210 South St. Paul Street. Blue prints.

Wholesalers:

American Franklin Olean Tiles Co., 403 Construction Bldg., tile. Home office, Olean, New York.

Barnett Machinery Co., 2607 South Ervay St. Machinery.

E. Coats Auto Parts, 420½ South Ewing Ave. Automobile equipment.

Business Review and Outlook In the Southwest

By HAROLD M. YOUNG

Dallas District Manager, Bureau of Foreign and Domestic Commerce,
United States Department of Commerce

RETAIL TRADE in Dallas has had its ups and downs during the past month. For the week ending January 29, only about one-third of the reporting firms showed increases compared with the same week a year ago. The complete range was from a decrease of 20.5 per cent to an increase of 11.0 per cent. The following week, which ended February 5, made a somewhat better showing. Almost two-thirds of the reporting Dallas retail stores registered gains over the same week of the previous year, the complete range being from minus 5.1 per cent to plus 89.8 per cent.

The week ending February 12, also showed improvement over the same week a year ago. Three-fourths of the reporting firms registered increases as compared with the same week of the previous

year. The complete range was from a decrease of 16.7 per cent to an increase of 53.0 per cent. During this week all of the department stores registered gains. For the week ending February 19, heavy rains and flooded conditions in Dallas and vicinity disrupted normal trade, and only two of the reporting stores registered gains over the comparable week of last year. The decreases ranged from slight to as much as 27 per cent, and the highest increase was 17.6 per cent.

For the month of January the picture was somewhat favorable. Better than two-thirds of the reporting Dallas retail stores registered increases over January, 1937. The complete range was from a decrease of 10.0 per cent to an increase of 31.0 per cent.

Retail merchants visiting the Dallas

(Continued on Page 26)

Dallas Finds Summer Comfort in *Air-Conditioning*

By WARREN B. CUNNINGHAM*

WHEN you see a little sign on a shop window that reads "Air Conditioned Inside," what does it mean to you? For thousands of years man has protected himself against the extreme cold of winter until we have all come to think of winter heating as an absolute necessity. Yet there are quite as many summer days when some artificial means of cooling must be employed if we are to remain at comfortable temperatures the year 'round; and the popular term applied to this newer practice of cooling air mechanically for summer comfort has been "air conditioning."

To be exact, genuine air-conditioning is much more than merely heating the air in winter or cooling it in summer. In addition to controlling temperatures mechanically, complete air conditioning includes the control of moisture content (humidity), purity, circulation and quantity of air delivered to a given space. This given space may be anything from a small bedroom to a huge auditorium and may involve summer air-conditioning, winter air-conditioning or a combination of both for a year 'round system. The several functions of the summer and winter conditioning systems are as follows:

Summer

- Cooling
- Dehumidifying
- Cleaning or Filtering
- Ventilating
- Circulating

Winter

- Heating
- Humidifying
- Cleaning or Filtering
- Ventilating
- Circulating

The prospective purchaser of an air-conditioning system must necessarily, then, be concerned with the selection of machines and equipment that will best perform the several functions for his particular application. The year-round conditioning system occasionally presents definite investment advantages because a large part of the equipment may often be used for both summer and winter conditioning. For example, if a hot air, duct type heating system has already been in-

stalled in an existing building, those same ducts can also serve as the distributing ducts for a cooling system. In this manner the mere addition of the cooling equipment is less difficult and less expensive.

There is one distinction between the problems of heating and cooling that should be given due consideration. For heating, there is a minimum temperature of 70 degrees F., below which most people, unless actively engaged, are uncomfortably cool regardless of whether the outside temperature is ten degrees below zero or forty above. For Texas and neighboring states where people dress lighter in winter, this winter "comfort zone" is probably nearer 72 degrees to 74 degrees F. For summer cooling, however, as the outside temperature rises, most people remain comfortable until a temperature of 80 degrees F. is reached. Even this varies somewhat; for in the case of relatively dry air 85 degrees F. is not uncomfortable, while air with considerable moisture in it begins to feel sultry and depressing below 80 degrees. There are no fixed conditions of comfort which apply for all types of commercial cooling installations.

In summer this feeling of comfort depends alike upon the relative outdoor temperatures and the length of time persons expect to remain in the cooler indoor surroundings. Where persons remain continuously in the conditioned space, the reduction of temperature for maximum summer comfort will probably be greater than for short exposure. Hotel, restaurant and theatre owners have learned from experience that a drop of 10 to 20 degrees F. below the outside temperature is all the average patron desires.

In air-conditioning installations, the same mechanical principles of refrigeration are employed as are currently used for the manufacture of ice. A refrigerant is compressed by motor-driven equipment and cooled until it reaches a liquid state under high pressure. Heat generated under this pressure is carried away—in larger systems this is accomplished by water which dissipates that heat in a cooling tower—then this liquified refrigerant at high pressure is expanded to a gas at low pressure to produce the cold employed for artificially cooling the air. In some cases air is drawn over refrigerated cooling coils while in others it is passed through a spray of chilled water; but in either case heat

is removed from the air circulated throughout the conditioned space and carried away by the spent gas at low pressure to the compressor where it is again raised to a high pressure, cooled and recondensed to a liquid so that the refrigeration cycle may be continuously repeated. This cooling process of air-conditioning is accomplished by means of the condensing unit which is the heart of the cooling system. The size or capacity of the condensing unit is determined by the amount of heat that must be removed from the space to be conditioned, to maintain the pre-determined temperature and humidity conditions desired.

In the summer, any space in a building gains heat from several sources. A careful determination of the heat gain from the various sources is therefore necessary. One source of heat is the sun. Direct radiant heat from the sun together with reflected heat from the pavement and other buildings is a major factor in making the interior of a building uncomfortably warm. There is an additional heat gain through the walls and windows of a building as well as through the cracks and crevices. This accounts for the importance of good insulation. People within the space to be conditioned also give off heat. The average person at rest gives off 400 B.T.U.'s (British Thermal Units) of heat per hour and the quantity of this heat given off increases with the activity of the person.

Illuminating devices and appliances such as toasters, coffee urns, hair dryers, motors, steam tables, etc., located within the conditioned area are another source of heat which contributes approximately 3415 B.T.U. per kilowatt-hour of electric current which they consume. When the total heat gain per hour in B.T.U.'s from all of the various sources has been determined, this quantity determines the tons of refrigeration which the condensing unit will have to produce.

The need for heating of a space in winter is generally recognized and little need be said of this function of air-conditioning except that it is just as important as the various other functions. However, heating alone in winter cannot be considered as true winter conditioning any more than cooling alone can be considered complete for summer. To properly condition a space in winter means the proper combining of the various winter functions

*EDITORS NOTE: Mr. Cunningham, who prepared this article on the general principles of air-conditioning for *Southwest Business*, is power sales engineer of the Dallas Power & Light Company.

necessary to maintain the given space within the winter comfort zone, which also includes humidity control and air circulation. The function of heating is usually accomplished by the installation of steam or hot water coils within the conditioner. The air to be conditioned passes through and comes in direct contact with these coils.

The atmosphere in most localities contains a considerable amount of moisture in the summer. This is due to the evaporation from lakes, rivers, etc., and from the moisture given off from the various plant life. In a space to be conditioned, moisture is also added to the atmosphere by people breathing and perspiring or it may be added from other sources such as a steam table in a restaurant. Dehumidifying, which means reducing the moisture content, therefore becomes an important factor in cooling, since the human body can feel comfortable at higher temperatures in dry air than it can when the air is moist.

Dehumidification is usually accomplished by passing the air through a cold water spray (spray-type air washer or dehumidifier) which is at a lower temperature than the dew point of the in-

coming air or by passing the air over a cold surface (cooling coil) which is at a lower temperature than the incoming air.

Since the human body feels more comfortable at lower temperatures when the air is moist than when it is dry, the importance of humidity control in the winter cannot be over-emphasized. The air we breathe first passes through the nasal passages. The function of these passages is to filter, to warm and to humidify the air we breathe. If the air is very dry, too great a strain is placed on the nasal passages which may become dry and irritated, causing nasal discomfort.

A pound of air at 72 degrees F. can hold eight times as much moisture as a pound of air at 20 degrees F. Therefore, if air is heated without adding moisture it becomes comparatively dry. In fact, if completely saturated air at 20 degrees F. is drawn in from the outdoors and heated to 72 degrees without the addition of moisture the relative humidity would be 13 per cent, which is extremely low. The relative humidity should be kept at from 45 to 50 per cent for maximum comfort.

In the year 'round conditioning system the function of humidifying is performed by means of sprays, located in the air

stream. These sprays atomize the water which is absorbed by the dry air. The amount of water introduced into the air stream may be automatically controlled by means of a humidistat.

The atmosphere, particularly in the city, is heavily laden with dust particles from the streets and carbon particles from manufacturing plants. Nature attempts to combat the effects of these dust particles by expelling them with nasal and throat excretions. However, when the human system is overtaxed by heavy concentrations, some of the dust reaches the lungs and undoubtedly increases the susceptibility of the human being to respiratory diseases. Organic dusts, such as small leaf particles, pollen, etc., are usually filtered out in the nasal passages and never reach the lungs. However, some individuals are allergic to certain types of organic dusts which affect them in the forms of hay fever, skin eruptions, etc.

The problem of filtration is to reduce the concentration of these various dust particles to a very small fraction of the amount carried by the outside air in order to promote health and to reduce the losses

(Continued on Page 18)



DALLAS HAS MANY FIRMS IN *Air-Conditioning Field*

THE importance of the new air-conditioning industry to Dallas is illustrated by this list of the firms which are engaged in this field:

A-A-A Sheet Metal Works, Inc., 2913 Gaston Avenue, 3-4087.

A-B-C Sheet Metal & Roofing Company, 2142 N. Harwood Street, 2-6788.

Aerofin Corporation, Great National Life Building, 2-3916.

Air Cooling & Heating Company, 2424 Alamo Street, 2-2191.

Airtemp Sales Corporation, Allen Building, 7-6682.

Allan Engineering Company, 2712 Live Oak Street, 3-4185.

Allen, Roy, A. B., 2115 North Henderson, 3-3021.

American Blower Corporation, Mercantile Building, 2-5518.

Brice Gaston Heating Company, Inc., 2918 Live Oak, 8-4143.

Briggs-Weaver Machinery Company, 319 North Market Street.

Buffalo Engineering Company, Inc., 315 South Harwood, 7-2841.

Carrier Bock Corporation, 2022 Bryan Street, 2-7741.

Central Engineering & Supply Company, 1925 Cedar Springs Road, 2-7086.

Dallas Air Conditioning Company, 3500 Commerce Street, 3-8161.

Electromotive Company, 215 South Pearl Street, 7-8493.

Fedders Manufacturing Company, Inc., 209 S. Pearl Street, 7-1434.

Ford Radio Shop, 209 West Jefferson Street, 9-3119.

Frigidaire Division General Motors Sales Corporation, 911 Marion Street, 2-3634.

Gay, R. P., Electric Shop, 4401 Bryan, 3-3088.

G. & J. Manufacturing Company, 3914 Willow, 8-8128.

Gar-Airco Engineering, Santa Fe Building, 2-2680.

Herber Brothers, 210 S. Harwood Street, 7-3553.

Hinckley Company, The, 5016 Miller, 8-6178.

Hoppe, Joe, Incorporated, 4102 Live Oak Street, 8-9194.

Ilg Electric Ventilating Company, Allen Building, 2-4586.

Inge-Marshall Corporation, Republic Bank Building, 2-4060.

Kemp Sheet Metal Works, 4506 East Grand, 3-0222.

Kribs & Landauer, Houseman Building, 7-2726.

McKay & Jones Roofing Company, 601 First Avenue, 3-5500.

Minneapolis-Honeywell Control Systems, 1916 Cedar Springs, 2-6445.

Moncrief Furnace & Manufacturing Company, Inc., 3903 Main Street, 8-2917.

Murray Company, The, 3200 Canton Street, 7-9441.

Nortex Engineering Company, 2821 Main Street, 7-5514.

Perfection-Aire Corporation, The, 411 Elm Street, 7-3171.

Pilkington Electrical Lab., 333 North St. Paul, 2-7357.

Polar Air, Incorporated, 100 N. Ewing Street, 9-4658.

Refrigeration Supply Company, 2019 Commerce Street, 7-5515.

Snyder, L. R. & Company, 4224 Ross Avenue, 3-4896.

Southwestern Sales & Warehouse Company, 2500 Florence Street, 3-5900.

Trane Company, The, Liberty Bank Building, 2-2388.

Viking Air Conditioning Company, 1818 Main Street, 7-9488.

Wallace, C., Plumbing Company, 2224 Summer Street, 2-9048.

Weathermaster Engineering Company, 3501 Main Street, 7-5798.

York Ice Machinery Corporation, 2006 Cedar Springs Road, 7-1308.

DALLAS RANKS HIGH AS AIR-CONDITIONING CITY

DALLAS holds an impressive rank among the nation's principal cities in number of air conditioning installations, and probably ranks first in ratio to population. The following list of installations indicates the growing acceptance of this method of year-round comfort:

(T—Total P.—Partial Ev.—Evaporation)

Name	Address	Date	Remarks
Adolphus Hotel	Com. & Akard.	1935	P.
American Seating Co.	Santa Fe Bldg.	1935	Office
Am. Trans. & Strg.	2312 Griffin	1937	1 unit
Angelo Beauty Salon	High. Pk. Vill.	1936	T.
Annex Hotel	213 1/2 S. Akard	1937	Rec. Rm.
Arcadia Theatre	2005 Greenville	1927	Ev.
Assoc. Ind. Corp.	Rep. Bk. Bldg.	1937	T.
Atkin's Cafe	1411 Commerce	1936	T.
Austin, Weir (Office)	Rep. Bank Bldg.	1936	1 unit
B & B Cafe	105 S. Akard	1932	T.
Mrs. Baird's Bread	1505 N. Carroll	1936-38	P.
Baker Hotel	1400 Commerce	1926	P.
Byelor Hospital	3001 Junius	1937	9 units
Baylor Hosp. (Matern.)	3001 Junius	1937	T.
Bennett Oil Corp.	Rep. Bank Bldg.	1937	3 units
Belo, A.H., Corp.	Com. and Lamar	1937	P.
Bifano's	1517 Main	1934	P.
Biltmore Auto Hotel	1616 Pacific	1937	Office
Bison Theatre	2010 W. Jefferson	1927	Ev.
Bluebonnet Hotel	1302 Commerce	1936	P.
Borden Company	1811 Leonard	1936	P.
Braden's Cake Shop	High. Pk. Vill	1937	T.
Brewer Funeral Home	3603 Ross	1937	Chapel

Name	Address	Date	Remarks
Dr. Brook's Bell (Off.)	Medical Arts	1936	2 units
Buckspan's Fur Co.	1619 Main	1930	T.
Burford, F. W.	Tower Pet. Bldg.	1934	P.
Burroughs Add. Mc. Co.	400 N. Akard	1936	1 unit
Byrd & Frost Offices	Tower Pet. Bldg.	1937	T.
Camell Bros. Restaurant	1404 Main	1932	Ev.
Camell Bros. Restaurant	1404 Main	1932	T.
Cain's Barbecue Stand	300 S. Ervay	1933	T.
Carr, W. D. (Off.)	Magnolia Bldg.	1936	3 units
Carrier Eng. Corp.	2022 Bryan	1931	T.
Civic Fed. of Dallas	2419 Maple	1937	Ev.
Clark & Johnson	2104 Greenville	1936	Ev.
Club Cafe	817 S. Ervay	1936	Ev.
Cokesbury Bldg.	1808 Main	1937	T.
Continental Baking Co.	2100 Thomas	1936	P.
Continental Supply	1516 Commerce	1934	T.
Crawford Beauty Shop	6307 Hillcrest	1936	T.
Cronk Plumbing Co.	2800 Gaston	1937	T.
Crowder, D. H.	1936 Elm	1936	Ev.
Crowdus Realty Co.	1508 Commerce	1934	T.
Dabney, C. C.			
(Banker's Life)	Magnolia Bldg.	1937	1 unit
Dallas Air Cond. Co.	3500 Commerce	1936	P.
Dallas Athletic Club	Elm & St. Paul	1937	P.
Dallas Bldg. & Loan	1409 Main	1936	T.
Dallas Development Co.	810 Main	1937	3 units
Dallas Jacket Co.	1619 Elm	1937	T.
Dallas Plumbing Co.	2425 McKinney	1936	1 unit
D. P. & L. Company	1506 Commerce	1931	P.

Name	Address	Date	Remarks
Dallas Towel Supply Co.	2507 Commerce	1935	Office
Dal Sec Theatre	1900 Second	1928	Ev.
Del Monte Buffet	1300 Main	1937	T.
Dorsey Company	1000 Commerce	1931	Office
Dorsey Drug Co.	812 Main	1937	T.
Dreyfuss & Son	1701 Main	1937	T.
Dunton's Cafeteria	1609 Elm	1923	Ev.
Dutch Grill	2215 Orange	1937	T.
Earnest & Co.	1310 Wood	1935	Ev.
Earnst & Co. (Apt. H.)	4500 Roland	1937	Ev.
East Grand Theatre	5439 E. Grand	1930	Ev.
East Tex. Refg. Co.	Tower Pet. Bldg.	1937	T.
Eatwell Cafe	113 N. Akard	1936	T.
Edison Bros. Stores, Inc.	1508 Elm	1936	T.
Edison Bros. Stores, Inc.	1608 Elm	1935	T.
Ellan Hat Shop	1500 Elm	1936	T.
Everts, Arthur A., Co.	1616 Main	1934	T.
Fairbanks Morse & Co.	1713 N. Market	1935	Pvt. Off.
Farrow, Holland	1502 Commerce	1936	T.
Farry, Nelson A., & Co.	1720 Commerce	1937	P.
Federal Reserve Bank	401 S. Akard	1921	T.
Fenner & Beane	Magnolia Bldg.	1934	T.
First National Bank	1407 Main	1929	P.
1st Nat. Bnk. (Dr. Rm.)	1407 Main	1934	P.
Flippen, E. L. (Office)	405 Burt Bldg.	1937	1 unit
Florsheim Shoe Co.	1508 Main	1934	T.
Ford Motor Co.	5200 E. Grand	1936	Offices
Forest Theatre	1702 Forest	1933	Ev.
Fox Theatre	1411 Elm	1931	Ev.
Franks, Hal	1712 1/2 Pacific	1936	3 units
Friend, Inc., Joseph A.	1706 Elm	1937	T.
Fulton Bag & Cot. Mills	209 N. Preston	1935	Offices
Gable Electric Co.	6821 Snider Plz.	1935	1 unit
George Machine Co.	1133 S. Lamar	1937	Offices
Golden Pheasant Cafe	1417 Commerce	1937	T.
Glick's Beauty Parlor	110 N. Ervay	1936	T.
Golman Baking Co.	1835 Corinth	1929	P.
Goodyear Tire & Rubber Company	3809 Parry	1936	Offices
Goodman's Cafeteria	3316 Oak Lawn	1933	Ev.
Grand Silver, F. & W.	1623 Main	1937	T.
Grasinger, Kendall, Inc.	201 W. Jefferson	1937	1 unit
Gray's Jewelry Store	1935 Elm	1937	T.
Grayson Shops, Inc.	1508 Elm	1936	T.
Great A. & P. Tea Co.	1401 Cedar Spgs.	1929	P.
Great Natl. Life Bldg.	1604-8 Main	1937	P.
Green Hut Cafe	113 W. Jefferson	1937	T.
Griffin Auto Co.	1601 S. Ervay	1936	1 unit
Griffith Thtr., Inc. R. E.	Tower Pet. Bldg.	1936	T.
Guardian Life Ins. Co.	Orange & Pacific	1937	T.
Gulf Insurance Co.	Thomas Bldg.	1936	1 unit
Gulf Oil Corporation	Fair Park	1936	T.
Gulf States Life Building	109 N. Akard	1935	T.
Hap Morse Bowling Alleys, Inc.	1509 Young St.	1937	T.
Harlem Theatre	2407 Elm	1934	Ev.
Harris & Co., A.	Main & Akard	1937	T.
Haskell Travel Bureau	Athletic Bldg.	1935	Offices
Highland Park Cafeteria	3212 Knox	1927	Ev.
Hilton Hotel Coff. Shop	1933 Main	1934	Ev.
Hopp, Joe, Inc.	4102 Live Oak	1937	P.
Houseman Realty Co.,	409 N. Akard	1935	T.
Hunt Grocery	209 N. Ervay	1936	Office
Italian Village	3211 Oak Oawn	1935	T.
Japan Cotton Co.	Cotton Ex. Bldg.	1934	1 unit
Jean's Hosiery Shop	115 N. Ervay	1935	T.
Johnson's Cafe	5503 E. Grand	1936	Ev.
Johnson, W. H. (Off.)	938 W. Page	1936	1 unit
Kahn, E. M., Co.	901 Main	1936	T.
Keathley, Jack	Jefferson Hotel	1937	Pvt. Rm.

Name	Address	Date	Remarks
Knox Street Theatre	3220 Knox	1922	Ev.
Kress, S. H., Co.	1404 Elm	1936	P.
Lamar & Smith	800 W. Jefferson	1933	T.
LaMode, Ready-to-Wear	1708 Elm	1937	T.
Lang, George	1707 Main	1930	T.
Lang, Henry J.	1312 1/2 Main	1937	T.
Lang, Robert E.	3900 McKinney	1935	1 unit
Lawn Theatre	2916 Oak Lawn	1933	Ev.
Leavell, Marie, Dress Shop	High. Park Vill.	1936	T.
Lerner Stores, Inc.	1516-18 Elm	1936	T.
Liberty State Bank	Ath. Club Bldg.	1936	T.
Liggett Drug Store	1700 Elm	1937	T.
Lorch Mfg. Co.	901 Commerce	1935	P.
Luby's Cafeteria	205 Browder	1936	Ev.
Luby's Cafeteria	1006 Main	1936	Ev.
Macatee, Inc.	2907 San Jacinto	1937	T.
Magnolia Pet. Co.	Magnolia Bldg.	1937	8 units
Magnolia Pet. Co.	Fair Park	1936	T.
Magnolia Warehouse	Alamo & MKT	1937	Offices
Majestic Theatre	1921 Elm	1921	T.
Mayfair Hotel	723 N. St. Paul	1936-37	P.
Mayo Bros., Dentists	1608 1/2 Main	1937	2 units
McAn, Thom, Shoe Stores	Gt. Natl. Life Bld.	1936	T.
McCall, John D.	Kirby Bldg.	1934	Office
McKay & Jones Roofing Company	601 First	1935	P.
Medical Arts Bldg.	Pacific & St. Paul	1935	P.
Medical Arts Bldg.	Pacific & St. Paul	1937	T.
Melba Confectionary	1911 Elm	1929	Ev.
Melba Theatre	1913 Elm	1923	T.
Melrose Hotel	3015 Oak Lawn	1937	P.
Melrose Hotel	3015 Oak Lawn	1935	P.
Melrose Theatre	1400 Main	1935	Ev.
Metro-Goldwyn-Mayer	2013 Jackson	1937	T.
Metropolitan Building & Loan	1400 Main	1937	Ev.
Midway Theatre	110 W. Jefferson	1929	1 unit
Milwee, Dr. (Office)	Med. Arts Bldg.	1936	T.
Mike Martinez	1608 McKinney	1935	Ev.
Mike Martinez	1711 Live Oak	1936	Ev.
Mirror Theatre	1517 Elm	1930	P.
M.K.T. Ry. Co. of Tex.	701 Commerce	1933	T.
Modern Beauty Salon	4629 Sears	1937	Offices
Morris Buick Co.	2122 Cedar Spgs.	1937	Off. &
Morton Davis Co.	800 Jackson	1937	Dsp. Rm.
Mossler Accept. Co.	Burt Bldg.	1935	Offices
Murray Company	3200 Canton	1936	Offices
Murray Company	3200 Canton	1937	P.
Mercantile Natl. Bank	1401 Commerce	1936	T.
Museum Fine Arts	Fair Park	1936	T.
Museum Nat. History	Fair Park	1936	T.
Music Corp. of America	Tower Pet. Bldg.	1934	1 unit
Neiman-Marcus Co.	101 S. Ervay	1932	T.
New Process Roof. Co.	1709 S. Lamar	1937	T.
Oak Cliff Baking	548 E. Ninth	1929	P.
Oldham & Sumner, Lbr.	927 Haskell	1937	P.
Oliver Plow Co.	1610 Cockrell	1937	Offices
Order of Otters (Club Room)	1101 1/2 Elm	1936	Ev.
Oriental Cafe	1112 Main	1937	Ev.
Paine, F. B. Drilling Co.	Dallas Natl. Bank	1937	1 unit
Palace Theatre	1623-27 Elm	1924	T.
Paramount Electric Co.	515 1/2 N. Akard	1937	1 unit
Paramount Pictures Dist. Company	412 S. Harwood	1934	T.
Pauls, Inc.	1600 Elm St.	1935	T.
Peacock Beauty Shop	4103 Oak Lawn	1937	Ev.
Peak Theatre	1315 N. Peak	1930	Ev.
Peerless Bearing Co.	2202 Young	1934	1 unit

(Continued on Page 16)

TAX CALENDAR

FOR SECOND QUARTER, 1938

Current Tax Rates:

CITY:

General Fund	\$.519
Public Parks095
Public Library025
Interest and Sinking Fund8973
Public School750
Interest and Sinking Fund, Schools1737

Total City Tax Rate \$2.46
52% basis of assessment.

COUNTY:

General Fund	\$.25
Road and Bridge Fund21
Interest and Sinking Fund24
Permanent Improvement Fund01
Jury Fund04

50% basis of assessment \$.75

STATE:

General Revenue	\$.35
Confederate Pensions07
School Fund20

50% basis of assessment \$.62

WHERE TAXES ARE PAID

FEDERAL TAXES—Collector of Internal Revenue, Federal Building, Bryan, Between Ervay and St. Paul Streets, Dallas, Texas. (Abbreviation: "Col. U. S. Int. Rev.")

CITY TAXES—Collector of City Taxes, First Floor City Hall, Dallas, Texas (City).

COUNTY AND STATE PROPERTY TAXES—Assessor and Collector of Taxes, Dallas County, First Floor, County Hall of Records Building, Dallas, Texas (County A. & C.).

TEXAS STATE UNEMPLOYMENT COMPENSATION INSURANCE FUND TAXES—Texas Unemployment Compensation Commission Austin, Texas (Abbreviation: T. U. C.). Note: This Commission has a district office at 715 Thomas Building, Dallas, Phone 2-5620, which will answer questions and furnish forms.

SOCIAL SECURITY TAXES—Federal—These taxes and returns (Old Age Annuity and Unemployment Insurance) are made to the Collector of U. S. Internal Revenue, Second Floor, Federal Building, Phone 2-7151. Note: The U. S. Social Security Board has a district office in the Allen Building, Dallas, Phone 7-8057, which will answer questions and furnish forms for employers and employees involving application of the act, benefits, etc. All tax matters should be taken up with the U. S. Internal Revenue Office.

DATE	NATURE OF RETURN OR PAYMENT	TO WHOM MADE
<i>March</i>		
15	Last day for corporations to file State Franchise Tax return	Sec'y of State, Austin, Texas
15	Return on Federal Income Tax withheld at source	Col. U. S. Int. Rev.
15	Last day to file return and pay Federal Income Tax for 1937. If paid quarterly, 1937 return and payment of first quarter due this date	Col. U. S. Int. Rev.
25	Last day to file returns and pay February Tex. Unemployment Compensation Taxes	T.U.C., Austin, Texas
31	Last day for registering motor vehicles without penalty	County A. & C.
31	Last day for using 1937 motor vehicle plates	County A. & C.
<i>April</i>		
1	All taxes on real and personal property	City and County A. & C.
1-30	Last month for filing claim for Homestead Exemption	County A. & C.
1	Store and Mercantile Establishment License fee ranging from \$1.00 to \$750.00 now payable for period from 1935. Information and forms may be had at State Comptroller's office, Records Building, Phone 2-2184	
25	State Unemployment Insurance, T.U.C. three for March	T.U.C. Austin, Texas
30	State Unemployment Insurance T.U.C. 4 and 4a for First Quarter	T.U.C. Austin, Texas
30	Federal Old Age Benefits-SS-la. for First Quarter	Col. U. S. Int. Rev.
30	City Taxes second installment due	City A. & C.
<i>May</i>		
1	State Franchise Tax-Form No. 7—Annual (Corps. Only)	Sec'y of State, Austin, Texas
25	State Unemployment Insurance T.U.C. three for April	T.U.C., Austin, Texas
<i>June</i>		
1	City, School and Library taxes due as soon as rolls are completed. Consult Assessor and Collector of taxes for information about discount for early payment. These taxes become delinquent after December 31, with added penalty of 2% per month to 10%, after which interest at 6% from January 31, accrues on tax and penalty	City A. & C.
15	Second quarterly installment Federal Income Tax	Col. U. S. Int. Rev.
25	State Unemployment Insurance T.U.C. three for May	T.U.C., Austin, Texas
30	Second and last installment of 1937 property taxes if paid on installment plan. This relates to State, county, county school, drainage and navigation districts	County A. & C.

Speaking of Pictures

(With Apologies to LIFE)

MAKING a summer-time picture in February to suggest the benefits of air-conditioning is one of the problems that make a photographer's life interesting. The assignment for this month's front cover photograph for *Southwest Business* exercised the ingenuity of Parker-Griffith, the cover designers-photographers. While it is said that one picture is worth 10,000 words, Frank Parker and Hence Griffith didn't use the full quota in working out their idea. Their assignment, suggested to them to contrast between a man and woman eating lunch in an air-conditioned cafe, and a sweltering pedestrian outside the cafe's plate glass window. The photograph required a south exposure, a broad window, and the opportunity to pose the picture without hurrying. And of course it would not do to arbitrarily select a cafe to the exclusion of that cafe's competitors. After several days' study of the problem, Frank Parker and Hence Griffith decided that the window of their own studio offered the best setting.

They called in a sign painter and had him place "Cafe—Air-conditioned" on their window. They borrowed the metal furniture from Standard Fixture, Inc., and they selected Frank Howze as the model for the pedestrian and Mr. and Mrs. Burke Johnson for the couple to be seated at lunch. Then they went to the corner cafe and bought two lunches, with the fixings. The two photos here illustrate how the picture was made. Hence Griffith is shown at the camera.

Many other photographic assignments from advertising agencies and manufacturers are executed in their studio at 2007 Bryan Street. Beautiful models wearing the latest in evening clothes pose on wide steps beside white colonnades in the morn-



ing, and that afternoon are disporting themselves in the same spot under gay beach umbrellas planted in sand scattered from several barrels.

Other photographs, however, require more complete sets than can be rigged up in the studio and then the Parker-Griffith organization moves out to the campus of Southern Methodist University, the lobby of a hotel, the exposition grounds or to some other location that offers the right background for the assignment.

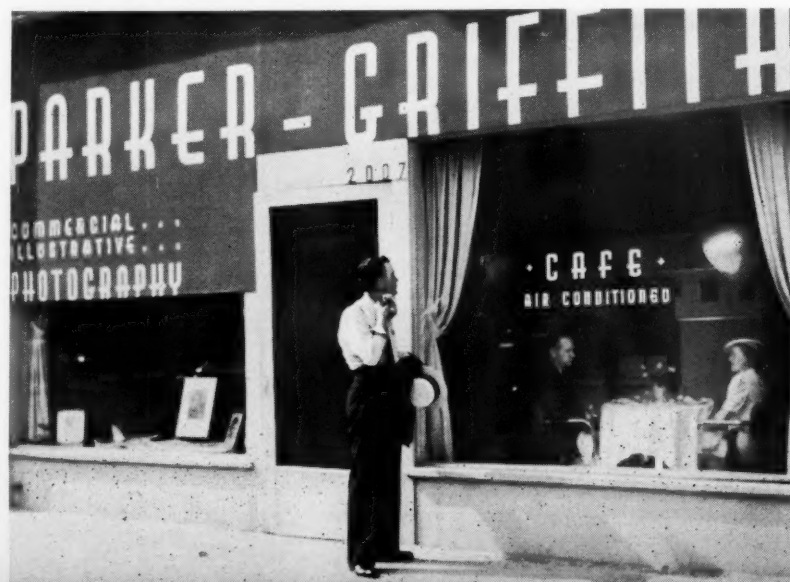
Each day brings new types of photographs to be made, each with its own peculiar lighting and camera angle problems. Tempting food set-ups give way to the staging of a photograph showing the treatment of an advanced case of athlete's foot, while negatives of the famous

Dallas skyline are developed along with photomicrographs of termites and chiggers. Clothing and merchandise from Dallas' finest retail stores take their place before Parker-Griffith cameras along with the products of the various manufacturers and wholesalers.

Industrial photography is another angle of the business that gets a fair share of attention. Many photographs showing the scope of Dallas' manufacturing industries have been recorded by Parker-Griffith for previous issues of *Southwest Business*. Among them were pictures showing the manufacture of paints, hosiery, neon signs, shortening, gin machinery, paper and the cultivation of mushrooms.

Magazine, newspaper and direct-mail media are the principal outlets for Parker-Griffith photographs, although some of them are used as point-of-purchase displays and in sales catalogs without benefit of reproduction. Not all of the photographs are for advertising purposes. Many of them are used to illustrate editorial matter, recent ones appearing in *Fortune*, *Holland's* and *Good Housekeeping*.

In addition to making up photographs to order Parker-Griffith is building a service file of photographs of all descriptions for non-exclusive use. These include city and rural scenes from many counties and photographs showing models in various poses and characterizations. These models, of all ages and types, are listed with complete information for the benefit of Parker-Griffith clients who wish to use them in their illustrations.



Dallas Ranks High as Air-Conditioned City

(Continued from Page 13)

Name	Address	Date	Remarks	Name	Address	Date	Remarks
Personal Finance Co.	301 N. Akard	1936	Office	Stevens Cafe	1705 Elm	1937	T.
Phinney, Carl (Law Office)	First Natl. Bank	1937	1 unit	Stoneleigh, Inc.	2927 Maple	1936	P.
Pierce Beauty Salon	6229 Hillcrest	1937	T.	Stuart, Geo. M., Florist	1422 Commerce	1937	T.
Pig Stands Co.	1301 N. Zangs	1936	T.	Sunset Theatre	1112 Hampton	1935	Ev.
Pig Stands Co.	1611 Forest	1936	T.	Superstein, D. M.			
Pig Stands Co.	4017 Oak Lawn	1935	T.	(Kraft Cheese)	Morgan Whse.	1937	3 units
Pig Stands Co.	Gaston at W.R.	1936	T.	Sutton, H. H.	607 N. Akard	1937	Office
Pig Stands Co.	1512 Main	1935	Ev.	Tad Screen Adv., Inc.	4310 Bryan	1937	Office
Pig'n Whistle	1335 N. Zangs	1936	T.	Taystee Baking Co.	2301 S. Ervay	-----	P.
Preston, J. H. (Pvt. Off.)	Ath. Club Bldg.	1937	1 unit	Tex. Bank & Trust Co.	Main & Lamar	1937	T.
Republic National Bank Building	1305 Main	1937	6 units	Texas Company	Fair Park	1936	T.
Reynolds-Penland Co.	1526 Main	1937	T.	Tex. Power & Light Co.			
Rhealie Millinery Co.	1512 Elm	1936	T.	(Richardson)	Interurban Bldg.	1937	1 unit
Rita Theatre	4945 Columbia	1933	Ev.	Tex. Power & Light Co.	Interurban Bldg.	1934	P.
R. K. O. Dist. Corp.	402 S. Harwood	1935	T.	Tex. Radio Sales Co.	2105 Commerce	1935	2 units
Robb & Rowley, Inc.	314 S. Harwood	1937	T.	Texas Theatre	235 W. Jefferson	1930	Ev.
Robertson, Leachman, Payne, Gardere & Lancaster	Repub. Bnk. Bldg.	1936	Law Offices	Thomas Building	1314 Wood	1937	4 units
Roos, Gus & Co.	1413 Elm	1937	T.	Thrift Packing Co.	3914 Pacific	1936	Ev.
Rosewin Theatre	925 W. Jefferson	1926	Ev.	Titche-Goettinger Co.	106 N. St. Paul	1930	T.
Rubenstein & Co., F. (Franklin)	1610 Elm St.	1935	T.	Todd, H. L. (Pvt. Off.)	Magnolia Bldg.	1937	1 unit
Rubenstein Stores, F.	1510 Elm St.	1936	T.	Tower Corporation	1901 Elm St.	1935	P.
Safeway Stores, Inc.	2209 Griffin	1937	Ev.	Tower Grill	Tower Pet. Bldg.	1937	T.
St. George Hotel (D. L. Mizo)	1018 Main	1937	Pvt. Rm.	Tower Petroleum Bldg.			
St. Paul Hospital	3121 Bryan	1936	1 unit	(F. Foster Office)	Tower Pet. Bldg.	1937	T.
Salvation Army	500 N. Ervay	1937	Office	Traders & Genl. Ins.	115 Field St.	1937	T.
Sammy's Place	1516 Greenville	1934	T.	Trinity Portland Cement Co.	1309 Main	1936	Office
Sanger Hotel Coff. Shop	1611 Canton	1934	Ev.	20th Century Fox Film	1803 Wood	1936	T.
Scottish Rite Cathedral	400 S. Harwood	1930	Ev.	Universal Film Exch.	308 S. Harwood	1937	T.
Sea Food Grill	1306 Main	1937	T.	Upjohn Co.	901 McKinney	1937	Offices
Shanghai Cafe	1004 Main	1930	Ev.	U. S. Cold Storage	Santa Fe, No. 3	1935	Offices
Shaw Jewelry Co.	1618 Main	1935	T.	U. S. Post Office	Ervay & Bryan	1935	P.
Shea, J. J. (Sara Ann Cafe)	711 N. Haskell	1931	Ev.	Uvalde Const. Co.	Santa Fe Bldg.	1933	1 unit
Shropulos, George	1602A Main	1937	T.	Varsity Theatre	6815 Snyder Plaza	1935	T.
Shuttles Bros. & Lewis	South'l'd Life Bld.	1937	T.	Varsity Beauty Shop	6405 Hillcrest	1936	T.
Sigler, T. P.	132 N. Peak	1937	T.	Victory Wilson, Inc.	1416 Main	1937	T.
Simon David	4311 Oak Lawn	1937	Ev.	Virginia Dare Stores	1714 Elm	1937	T.
Singer Sewing Mach. Co.	1514 Elm	1935	T.	Volk Brothers	1810 Elm	1930	T.
Skillern & Son	Gaston & Abrams	1937	T.	Von Tress Cafe	833 Exposition	1936	Ev.
Skillern & Son	6201 Hillcrest	1937	T.	Vosper's D'ghnut Shop	1615A Elm	1937	T.
Skillern & Son	3500 Oak Lawn	1937	T.	Waggoner, Florence (Private Office)	Repub. Bank Bldg.	1937	T.
Skillern & Son	516 N. Pearl	1937	Offices	Walgreen Texas Co.	1631 Elm	1936	T.
Skillern & Son	1936 Main	1937	Ev.	Walgreen Texas Co.	1416 Elm	1936	T.
Skillern & Son	601 Commerce	1937	Ev.	Walker Dress Shop	3109 Oak Lawn	1937	1 unit
Skillern & Son	Com. & Ervay	1937	T.	Wallace, C., Plumb. Co.	2224 Summer	1935	Offices
Skillern & Son	Main & Ervay	1936	T.	Webb Waffle Shop	106 S. Akard	1936	T.
Skillern & Son	5401 Preston	1936	T.	Webb's Waffle House	Gulf States Bldg.	1932	Ev.
Skillern & Son	Elm & St. Paul	1936	T.	Weiland Undertakers, Charles F.	2909 Live Oak	1935	P.
Skillern & Son	4900 Ross	1937	Ev.	West. States Groc. Co.	Beeman & Alpin	1937	P.
Skillern & Son	5400 E. Grand	1937	Ev.	West. States Groc. Co.	Beeman & Alpin	1937	Coffee Plt.
Skillern & Son	3022 Greenville	1936	Ev.	White Theatre	2720 Forest	1934	Ev.
Skillern & Son	4500 McKinney	1936	Ev.	Whitmore Hotel	1012 Commerce	1936	P.
Southern Union Gas Co.	Burt Bldg.	1935	Pvt. Off.	Whitmore Hotel	1012 Commerce	1937	P.
Southland Hotel	2100 Main	1937	P.	Whitmore & Smith	1308 Commerce	1935	2 units
Southland Life Bldg.	1416 Commerce	1937	9 units	Willard Storage Battery	Maple Ave.	1937	1 unit
Sparkman-Holtz-Brand	2115 Ross	1936	P.	Williams, Ross	2100 N. Harwood	1934	1 unit
Sportsman	203 S. Akard	1936	Ev.	Wilson, James K., Co.	1302 Main	1931	T.
Spradlin, Dr., Sanitar'm	3405 Forest	1937	1 unit	Woods, J. A. (Off.)	1st Natl. Bk. Bld.	1936	3 units
Standard Brands, Inc.	409 Latimer	1936	Offices	Woolworth, F. W., Co.	1520 Elm St.	1936	T.
Standard Pipe Co.	3217 Main	1937	Offices	Woods, J. A. (Offices)	1st Natl. Bk. Bld.	1936	3 units
State Theatre, Inc.	3217 Thomas	1930	Ev.	Wyatt Food Stores	2217 Laws	1936	Offices
				Wyatt, W. J., Apt. Hse.	6214 Gaston	1931	Ev.
				Wyatt, W. J., Apt. Hse.	6218 Gaston	1931	Ev.
				Zane's Freight Agcy.	1500 S. Preston	1936	Offices
				Zesmer's Slipper Shop	1706 Elm	1936	T.

Science Comes to the Rescue of Art

(Continued from Page 6)

smoothed into the surface with heat, scientifically controlled. Then a panel of composition wood, specially prepared so that it will not shrink, will be cemented onto the linen. The rice paper will be removed then from the front of the picture with a mixture which will dissolve the adhesive without damaging the paint.

The manner in which the science of the conservator is preserving this example of Seventeenth Century art for the inspiration of future generations is typical of the service rendered to culture by a laboratory like that at the Dallas Museum. It includes much more than detection of frauds palmed off as masterpieces on unsuspecting collectors. One must admit its practicability even though one likes to think as Addison did, of old Father Time "creeping up and down from one picture to another and retouching all the fine pieces—adding such a beautiful brown to the shades and mellowness to the colors that he made every picture appear more perfect than when it came from the master's pencil."

Mr. Muskavitch entered the field of restoring through chemical engineering, in which he obtained a degree at Lafayette University. He went to art school at the Museum School of Fine Arts in Boston. There he received seven scholarships. He eventually went to Egypt with the Harvard archaeological expedition as archaeological painter.

Upon his return from Egypt, Mr. Muskavitch was given the extremely important task of restoring a large alabaster statue of King Myoerianus, belonging to the Old Kingdom in Egyptian history. Considered by many the finest piece of sculpture owned by an American Museum, it is at present in the possession of the Boston Museum of Fine Arts.

In an article on *Painting Restoration* in the November issue of *Fortune* the writer said of the painting restorer: "He must be a student of art history, familiar with the workmanship of the past, so that when he examines a picture he may know what preparation of panel or canvas, what pigment ought to be there. He must be an artist, skilled in design with a cultivated eye for color. He must have a knowledge of chemistry—of glues, varnishes, waxes, solvents and reagents, and pigments, and of their mutual reactions upon delicately painted surfaces where a single mistake would be fatal. He must understand the physical principles of X-ray, ultraviolet light, and infrared photography."

Mr. Muskavitch is known not only as a restorer but also as an artist. His copy of Titian's famous version of Europa being carried off by Jupiter in disguise now



Conservator Muskavitch is shown with his X-ray which is used to examine paintings, and by means of which overpaintings are discovered. It even reveals the brush strokes of the painter who has been dead for centuries, and is an indispensable part of a scientific conversation laboratory for the fine arts.

hangs in a private gallery of the Gardner Museum.

There are said to be only two other copies of this great work, one made by Rubens and the other by Velasquez. After telling the story of the original Titian in an article several years ago, the Boston Evening Transcript added: "Mr. Charles Muskavitch has made excellent copies of both the Titian and the Velasquez (the latter a portrait of Philip IV of Spain). His copies will be retained by the museum."

Lamar Street Foundry Makes Big Castings

The Lamar Street Foundry is equipped to make castings ranging in size from the smallest to 18,000 pounds, according to J. M. Shaw, owner. Mr. Shaw said the foundry draws business from points as distant as 1,500 miles from Dallas.

Mr. Shaw's firm is also a licensed manufacturer for the French and Hecht tractor wheel weights. The company specializes in gray iron and semi-steel castings for municipal uses, for agricultural uses, oil wells, oil mills, cotton gins and cotton compresses, highway bridges and similar uses. The foundry also makes patterns for inventions in which castings are used.

Mr. Shaw has been in the business for forty-five years, beginning in 1893 at the same address. The plant has a working capacity of eighty employees, and a number of the employees have been with the firm thirty years or longer.

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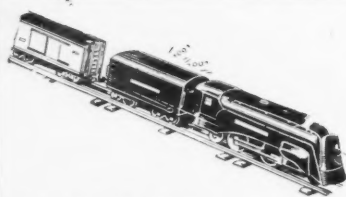


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AIR-CONDITIONING

(Continued from Page 11)

due to damaged merchandise, as well as
to reduce the interior cleaning costs.

Dust removal may be accomplished in
general by filtration, by washing, by ar-
restors or by combinations of these three.
Arrestors such as electro-static precipita-
tors have been used extensively in indus-
trial applications and are beginning to be
used for cleaning the atmosphere used in
conditioning systems. Filters are generally
made of some metallic filament such as
glass or steel wool which is heavily coat-
ed with some viscous material, such as oil
with a high flash point. Spray washers
alone are not fully effective as dust and
soot eliminators and therefore should be
used in conjunction with some type of
filter.

Ventilation, or the introduction of
fresh, outside air into the conditioned
space, is required in both summer and
winter conditioning jobs. This is neces-
sary, both because of the reduction of the
oxygen content in the air from human
consumption and because it is necessary to
remove odors of all kinds that may exist.
This is particularly true of smoke and
cooking odors.

The amounts of fresh air for ventila-
tion purposes should conform to local or
state ordinance. In the absence of such
regulation, however, the following table
is considered adequate for design purposes:

Application	Cubic Feet per Minute per Person	
	Preferred	Minimum
Apartment or residence	15	10
Banking Space	10	7 1/2
Barber Shop	10	7 1/2
Beauty Salon	10	7 1/2
Cocktail Bar	20	15
Department Store . . .	7 1/2	5
Directors' Room . . .	30	30
Funeral Parlor	10	5
Hospital Room	15	10
Hotel Room	15	10
Office, General	15	10
Office, Private	30	15
Restaurant	15	12
Retail Shop	10	7 1/2

Care should be taken to specify and
select fans and ductwork with sufficient
capacities to give the proper amount of
ventilation.

Air has a tendency to stratify unless it
is agitated. The upper layer of air near
the ceiling is much warmer than the air
next to the floor. In winter, particularly,
a room is more comfortable if the air is
circulated or stirred around so that the
heat will be distributed evenly. There-
fore, one of the main requirements of true
air-conditioning is the proper distribution
and circulation of cool air in the summer
and warm air in the winter. By proper
distribution and circulation is meant the
keeping of the whole conditioned space at
the same temperature without causing
drafts. Drafts are not only uncomfortable

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but they also contribute to the susceptibility to colds and muscular disorders.

The proper velocities of air movement within the conditioned space are from 20 to 25 feet per minute. It is true that velocities out of grills and from ducts must necessarily be many times higher than this, but they should be so arranged that the high velocities are not apparent to the occupants of the room.

In general there are three distinct types of air-conditioning equipment. First is the self-contained conditioning unit, which is a complete unit enclosed within a single cabinet and is installed within the space that is to be conditioned. This system is more generally employed where the space to be conditioned is small, such as a private office, a living room or bed room in a residence, a work room, a small laboratory, etc. With this method, where all the equipment is located within the conditioned space, it must be kept in mind that both electrical and plumbing connections must be available or made available within the conditioned area. The electric wiring must be adequate to operate the condensing unit motor as well as the fan motor. A water supply connection as well as a drain connection must also be provided. In the event that an air-cooled condensing unit is used the water connections are not necessary; however, the drain is still necessary to take care of the moisture extracted from the air during the dehumidification process. Units of this type are exclusively for summer cooling and cannot be embodied in a year-round system.

The second type might be called a central unitary system. In this system the compressor (or condensing unit) may be placed in some location remote from the space or spaces to be conditioned. Conditioning units would then be installed in the spaces to be conditioned and refrigerant lines run from the compressor to each unit. When using this system, water and electrical connections must be available at the condensing unit as well as electrical and drain connections for each unit in the conditioned area. Small copper refrigerant lines must also be run from the various conditioning units within the conditioned area to the condensing unit located outside the conditioned areas.

The third type is the central duct system which is ordinarily the type employed for complete year-round air-conditioning. With this method, the condensing unit, the conditioner, and other equipment, such as evaporative condensers or cooling tower equipment, are located in some remote place. The conditioned air is delivered by means of circulating fans or blowers through metal ducts to the occupied spaces. With this system, no electrical or plumbing connections are necessary within the conditioned area but they are required at the point where the equipment is located. In addition, supply and

(Continued on Page 22)

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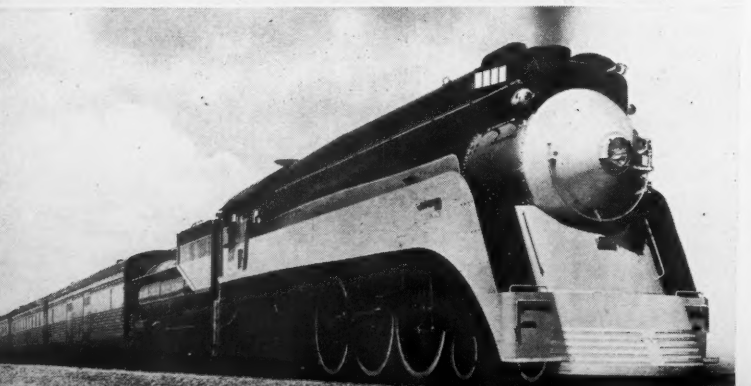
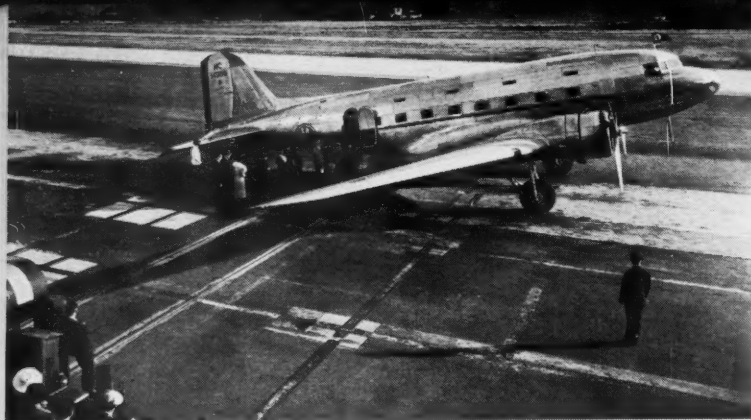


SPRING LOANS FOR BUSINESS

Spring is near and with it the seasonal demands of spring business and preparation for summer activities. Many businesses, both large and small, find themselves in need of additional funds to meet these demands. The First National gladly receives loan applications from those companies and those individuals who can present acceptable evidence of their ability to repay.

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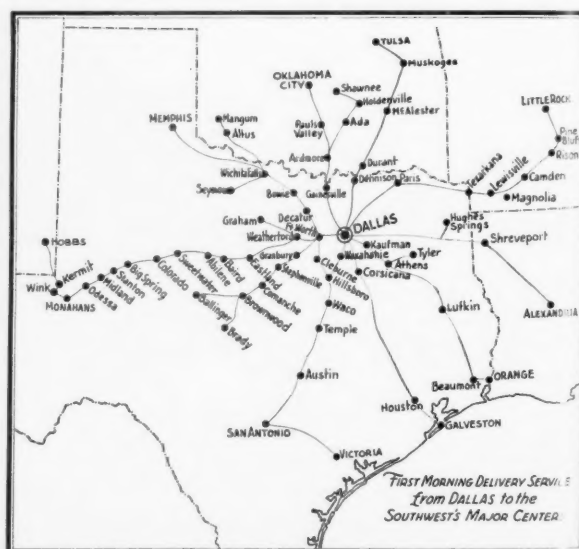
AIRLINES

Dallas' transportation system, the greatest in the Southwest, enables the city to take full advantage of its location. Virtually every major city within the 300-mile radius from Dallas can depend upon first morning freight delivery out of Dallas. Dallas' transportation system can make an even more impressive showing in passenger, express and mail service.

An executive of a national concern which recently located a new factory in Dallas said that his decision was influenced chiefly by a map showing the radius of overnight freight delivery from Dallas. That map convinced him, he said, that if his factory was to serve all of the Southwest, its location in any city other than Dallas would be "off center". In Dallas his plant would be at the hub of a circle which embraces more than five states and 14,000,000 people.

Ten railroads give Dallas direct connections with every major city in North America. Thirty-seven common carrier motor freight lines and numerous contract carriers, plus eight bus lines operating 252 schedules in and out of Dallas daily, make this a center of motor transportation. Eleven principal highways radiate from Dallas, nine of them carrying U. S. designations. Three airlines operate 17 regularly scheduled flights in and out of Dallas' municipal airport daily.

No other city in the Southwest has the transportation facilities—highway rail or air—which Dallas has developed.



The map of the Southwest illustrates Dallas' great advantage in location. Within a 100-mile radius from Dallas is the greatest concentration of population and buying power in the Southwest. Within the 200-mile and 300-mile radii from Dallas are population totals which no other Southwestern city can equal.

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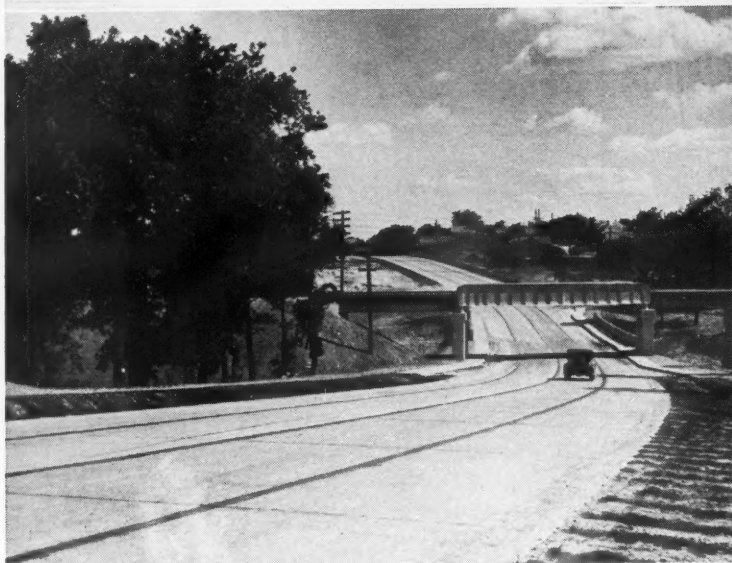
The merchant in any one of the Southwest's major centers can telephone an order to the Dallas market by mid-afternoon today, and before noon tomorrow will get delivery on his order. Such distant points as Tulsa, or Houston, Little Rock, or Victoria, Alexandria, Louisiana, or Hobbs, New Mexico, are included in this radius of first-morning delivery service. In a region of vast distances, Dallas is the hub from which merchandise distribution can be handled best.

In its present development, Dallas' transportation system gives fast and efficient distribution throughout the Southwest, but it is recognized that heavy industries require a base water rate. For Dallas' greatest development as the logical industrial capital of the Southwest, canalization of the Trinity River is necessary.

The demand for canalization of the Trinity River connecting via the Intra-coastal Canal with America's great inland waterways system, and completing Dallas' transportation facilities, is being prosecuted with fresh vigor and complete confidence of success. The project has been fully justified from both economic and engineering standards. The Chamber of Commerce recognizes the necessity of the canal, and the consequent base water rate for rail transportation, in the best interests of both Dallas and the other units of Dallas' transportation system. To the success of the canalization plans the Chamber devotes its every energy and resource.

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AIR-CONDITIONING

(Continued from Page 19)

return ducts must be installed from the point where the air-conditioning equipment is located to the conditioned area.

When a space is to be conditioned, consideration should be given to the possibility of future expansion, since some systems can be more readily expanded than others. If the first system is used, units may easily be added as the occasion demands. If the second method is selected, a condensing unit of extra capacity should be specified, so that it could take care of additional conditioner units as they are added later. Should the central duct system be used, it would be advisable, particularly in a new building, to install all ducts that might eventually be needed. Future expansion is an important factor to consider if scrapping of equipment and additional expense are to be avoided at a later date.

Another point that should be given due consideration is that of installing winter conditioning with the view of later adding the necessary summer functions. If the proper design of heating system is originally purchased and duct work installed that will properly serve both winter and summer systems, the summer functions may be added at a later date without any costly alteration expense.

The first cost of air-conditioning equipment is an item that should be considered in conjunction with the installation cost and the operating cost. It may be found that one of the three types of systems, for a particular installation, may have a higher first cost but would operate at a lower cost. Sometimes the operating costs may be lowered by using a combination of systems. Another method of effecting economies might be by installation of two or more condensing units rather than one large one. This multiple system is particularly applicable where the heat load of the conditioned space varies considerably.

Very often there are factors other than engineering and construction problems that might determine the type of system to buy. Consider a space to be conditioned that is held under a short term lease. In this case the first or second types of system discussed might be more practical to install as they could be moved to a new location at much less expense than a central duct system.

Still another problem that should be considered is the provision of space for the air-conditioning equipment. This is particularly true when all of the equipment must be located outside of the conditioned area as in the third type of system. In some buildings this becomes a major problem.

Another angle that should be given due consideration is the possibility of the installation of a storage type system. Refrigeration storage apparatus has been

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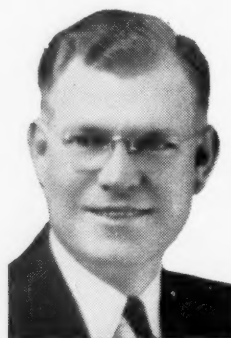
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Chas. R. Tucker

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First National Bank Building



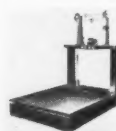
NEW AUTO LICENSE ON EASY TERMS

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4151 Commerce

8-2608

used industrially for several years but has only more recently been applied to air-conditioning. Such a system can be used in a number of ways, but certain requirements must be met before it will prove feasible. The principle of the storage system simply is the cooling of water or brine in a storage tank by means of the conventional compressor during the night or off-peak periods when the use of other electrical equipment is at a minimum, and the circulation of this chilled water during peak periods to give the necessary cooling.

The full-storage system involves the operation of only such equipment as fans, air washer pump and chilled water pumps during business hours, with the heavy refrigerating equipment operating during non-business hours.

The semi-storage system involves the operation of both the air handling equipment and the refrigeration equipment during business hours and the refrigeration equipment during non-business hours. In this case the compressor is smaller than for the full storage or the conventional systems.

There are several advantages to be gained by the use of such systems. The first and most important advantage is the reduction in cost of electric energy due to the keeping of maximum demands at a minimum. Other advantages are increase in reserve capacity for short time peaks and the ability of adding extensions to the air conditioning system without the adding of refrigerating equipment. Such a case would be the converting of a full storage to a semi-storage system.

Situations most favorable for the application of such storage systems usually involve:

1. Relatively short operation, not in excess of 12 hours per day.
2. High variation in air-conditioning loads, as in hotel ballrooms, convention halls, churches and funeral homes.
3. Availability of space for installation of the storage equipment.
4. Relation between refrigeration and air-handling equipment loads, and other electrical loads such that increase in maximum demand is small.
5. Relation of operating economies to total investment in air conditioning equipment. In some instances a semi-storage installation does not exceed the cost of the conventional non-storage type.

Since each air conditioning application carries its own individual problems, experienced engineers should be consulted and all the factors of each particular installation properly analyzed before any attempt is made to decide upon the type of system to install. Dallas is especially air conditioning-minded—ranking high among the air conditioned cities of the nation—and Dallas executives are indeed fortunate in having the services of so

(Continued on Page 32)

BAKED ENAMEL--Baked in Modern Ovens

Automobiles—
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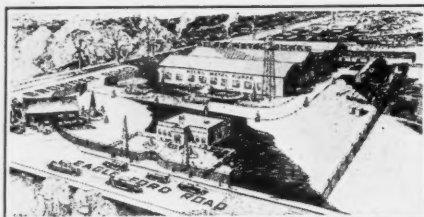
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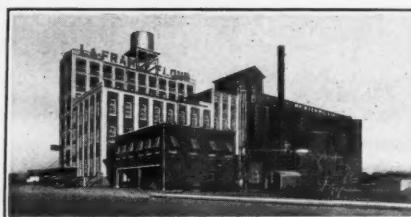
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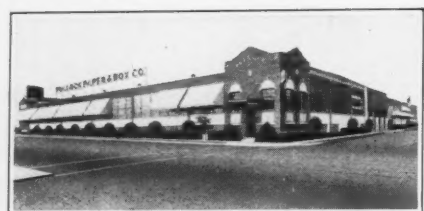
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Brass and Iron Foundry, Polishing and Plating.

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3104 OAK LANE PHONE 4-6614 DALLAS

Employment Service Gets New Office Building

A \$62,400 long-term lease has been taken by the Texas State Employment Service on a building being constructed at the corner of Ross and Akard Streets. It will be headquarters for the Dallas district of the service, all offices in the district being consolidated in the one building. Total cost of the construction project is \$70,000; Dr. E. H. Carey is the owner. Use of an existing building, 43 x 140 feet, is being made through remodeling, and a new two-story building, 50 x 140 feet is being erected as an integral part of the structure.

Insurance Company Builds \$50,000 Apartment House

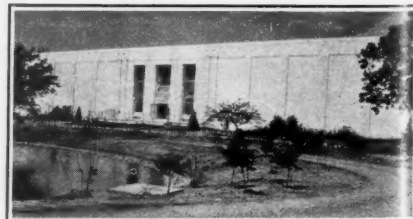
The United Fidelity Life Insurance Company has contracted for construction of a \$50,000, 24-apartment project at 223-227 North Ewing Street. Two buildings, each containing 12 apartments, will be separated by a court and driveway. The buildings will embody the latest ideas in efficiency apartments, and will be rented furnished.

Dallas Men Organize Ohio Bottling Company

A group of Dallas business men, headed by Joe C. Thompson, has organized the \$100,000 Dr. Pepper Bottling Company of Columbus, Ohio. In addition to Mr. Thompson, president, officers of the new corporation are A. F. Hartfelder, vice president, and Webster Atwell, secretary-treasurer. The corporation will erect a large bottling plant in Columbus.

Ediphone Company Expands Dallas District Office

Cary Farrow, who has represented Thomas A. Edison, Inc., in Houston since



Dallas Museum of Natural History

Cream, Shell and Gray Texas Limestone

TEXAS CUT STONE CO.

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Quality Brooms and Owl Brand Mops

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Marcy Lee Manufacturing Co.

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DALLAS Leads in Value of Manufactured Products

1919, has been transferred to Dallas as district manager in charge of Ediphone sales, with headquarters in the ground floor of the Allen Building. Dallas, Houston and Fort Worth are under his jurisdiction. Three employees have been added for the Dallas office.

Clyde E. Ponder Opens New Uniform Store

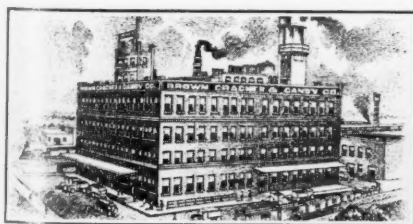
Clyde E. Ponder has recently opened a complete uniform store at 2102-A Elm Street, handling all types of work clothing with individual emblems and monograms.

Naughton Farms Nursery Opens Dallas Store

The Naughton Farms of Waxahachie have opened a retail store in Dallas at 806 Main Street. The big nursery business was founded by Joe Naughton at Waxahachie in 1924. In the past year, the firm is said to have shipped more than 1,500,000 roses and 2,000,000 other plants from its Waxahachie nursery.

New Life Insurance Firm Organized in Dallas

The Commercial Life Insurance Company of Dallas, a new legal reserve stock company, opened headquarters recently at 702 Elm Street. Charles E. Shedd is president; Pierre L. Russell, vice president; Thomas E. Green, secretary-treasurer, and Dr. Gaston G. Harrison, medical director. The company will write insurance on the lives of debtors of banks, loan companies, finance institutions and other commercial organizations doing a credit business. The purpose of the insurance would be to wipe out the indebtedness if the borrower should die before he has discharged his obligation.



Saline Soda Cracker, Candy and Bakery Products

Brown Cracker & Candy Co.

603 MUNGER

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DALLAS



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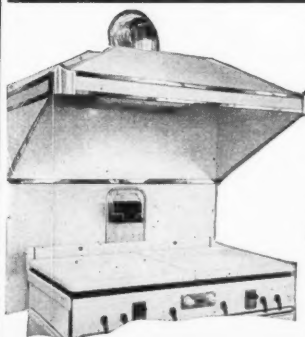
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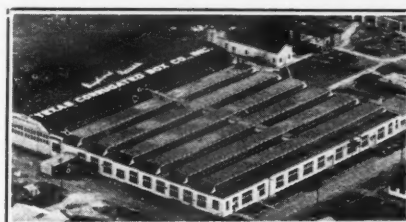
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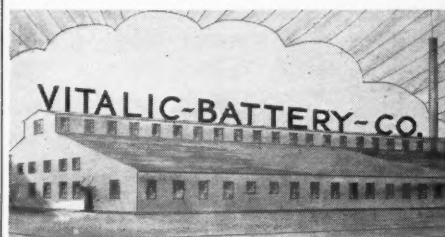


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Sam Ross McElreath

1408 Marilla
Dallas 7-6782

Another Year of Progress

140,000 Texas Policyholders
Are Vitally Interested in This Balance Sheet

Southwestern Life's Increase in Financial Strength During its 35th Year May
Be Measured Exactly by a Comparison, Item for Item, of the
Two Columns of Figures Below

STATEMENT OF CONDITION (Unpaid Premiums Not Included)

ASSETS		
	December 31, 1936	December 31, 1937
*U. S. Government Bonds	\$ 6,549,345.11	\$ 9,406,006.37
*Bonds Guaranteed by U. S. Govt.	2,459,205.84	1,980,659.25
*State, County and Municipal Bonds ...	7,377,771.93	10,666,835.34
Public Utility and Corporation Bonds ..	2,411,182.84	2,662,581.62
Stock	200,040.00	94,565.00
First Mortgage Loans on Real Estate ..	14,101,496.54	13,179,559.92
†Home Office Building	1,500,000.00	1,500,000.00
†Other Real Estate	1,595,027.35	1,478,593.61
Cash	894,277.84	1,061,903.29
Reinsurance Premiums Paid in Advance	163,841.00	191,386.00
Interest on Investments Accrued but Not Yet Due	681,819.58	708,364.53
Unpaid Mortgage Interest	274,085.93	26,731.66
Loans Against Cash Value of Policies ..	11,905,228.98	12,465,386.34
Total Assets	\$50,113,322.94	\$55,422,572.93
LIABILITIES		
Policy Reserves	\$41,846,463.64	\$46,813,978.21
Interest and Premiums Paid in Advance	802,264.97	853,984.40
Reserve for Taxes and Other Liabilities	297,578.00	366,558.35
Total Liabilities	\$42,946,306.61	\$48,034,520.96
Capital and Surplus	7,167,016.33	7,388,051.97
To Balance Assets	\$50,113,322.94	\$55,422,572.93

*No Bond purchased by the Company has ever defaulted as to principal or interest.
Market value of bonds is \$1,304,096 more than book value shown above.

†No Real Estate is carried in excess of current market value.

LIFE INSURANCE WITH SECURITY SECOND TO NONE
At Cost Substantially Below Other Leading U. S. Companies

*Texas Citizens Own \$323,052,391 Life Insurance in the
Company ... An Increase of \$19,836,617 During 1937*

Southwestern Life Insurance Company

Home Office, DALLAS

C. F. O'DONNELL, President

BUSINESS REVIEW

(Continued from Page 9)

market were approximately the same as those visiting the market during the regular market season last year, and this is somewhat encouraging when we consider the statement from the Dallas Wholesale Merchants' Association that wholesale sales held up well in volume compared with the previous season although prices were somewhat lower.

Export grain shipments from this section through Galveston, according to the Galveston Cotton Exchange and Board of Trade, for the month of January were as follows: wheat, 4,279,000 bushels; rye, 91,428 bushels; corn, 634,000 bushels; kafir, 75,000 bushels; milo, 13,000 bushels. For the same month last year no export shipments were made of these commodities. For the period July 1, 1937, through January, 1938, compared with the same period of the previous season, export shipments of wheat amounted to 21,585,000 bushels as compared with 308,500 bushels.

Carlot unloads of fruits and vegetables in Dallas during January totaled 374, representing an increase of 13.6 per cent over the same month of last year. Fort Worth for the same period registered an increase of 20.5 per cent.

The Bureau of Business Research reports rail shipments of poultry and eggs from Texas to interstate points during 1937 as totaling 2,491 cars, an increase over 1936 when the number was 2,206 cars. In 1937 a total of 697 cars of chickens were shipped out of the state by rail, compared with 454 cars the previous year, an increase of 51.0 per cent. Turkey shipments in 1937 totaled 1,368 cars compared with 1,158 cars the previous year, an increase of 18.0 per cent. Interstate rail shipments of eggs from Texas declined 27.0 per cent from the previous year, only 436 cars going out in 1937. The receipts of eggs from other states by rail during 1937 totaled 160 cars, which was practically the same as the receipts during the previous year. It is interesting to note that Texas poultry and eggs went to 35 states and the District of Columbia during the past year.

The Bureau of Agricultural Economics report for Oklahoma indicates that at the beginning of 1938 there was a smaller number of horses, mules, and cattle but a larger number of sheep and swine than for the same time last year. Horses declined 4.0 per cent, mules 9.0 per cent, cattle 5.0 per cent; while sheep increased 28.0 per cent and swine 9.0 per cent.

The Bureau of Agricultural Economics reports that Texas' grapefruit crop continued to improve during January, largely due to favorable moisture conditions during December and good growing

weather during January. The crop at the beginning of January was estimated at 9,750,000 boxes, representing a gain of 120,000 boxes over last season. The Texas orange crop is estimated at 1,900,000 boxes, being slightly less than the record crop of last season. Spring range prospects were generally favorable in Texas at the beginning of February, with the exception of the dry portion in North Plains area in the Texas Panhandle. Heavy rains during the latter half of February brought flooded conditions to a rather large area, and freezing weather damaged fruit crops in some portions. Quite a bit of damage was done to roads and bridges, and restoration of these roads and bridges will require quite extensive expenditures.

Sales of new automobiles in Texas during January, as shown by reports from 14 representative counties, indicate a decrease of 17.3 per cent compared with December and 21.6 per cent less than January last year. Sales in all groups declined in January from December, and sales in all but the upper-intermediate price group decreased from January last year, according to the Bureau of Business Research. The same source reported new charters granted to Texas corporations during January as increasing 41.8 per cent over December and 4.5 per cent over January of last year.

The Bowen Motor Coach Company operating in Dallas, Fort Worth, and other Texas points announced a 10.0 per cent increase in pay to a large group of their employees and the purchase of a Dallas-Wichita Falls bus line for a consideration of \$65,000. Another encouraging item in the transportation field was to the effect that the Dallas Railway and Terminal Company gross revenue for January increased 4.0 per cent over the same month of last year. Utilities Supervisor Joe Leopold, in reporting this, also stated that Dallas street cars and motor coaches hauled 3,678,071 revenue passengers during the month, which was an increase of 173,160 over the same month of last year.

During the past month, Bond Clothes, Inc., of New York, closed a ten-year lease on a two-story building in the downtown section of Dallas, and it was reported that a \$75,000 expenditure would be made in remodeling the property before its opening.

The Cosden Petroleum Corporation of Fort Worth announced that it will enlarge its Big Spring refinery to a daily capacity of 14,000 barrels of crude by the addition of a 7,500 barrel cracking unit. It is reported that this will bring the daily output of the plant to 175,000 gallons of gasoline.

Important Dallas and Fort Worth office buildings being air conditioned, or where announcements have been made that they will be air conditioned soon,



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Dallas National Bank

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Stock Fire Insurance Company in the South**

Cash Capital \$2,000,000

Policyholders' Surplus 4,986,748

Total Assets 7,795,619

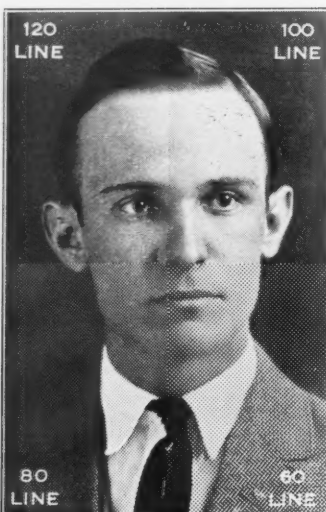
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CANDIDATE CUTS

The liberal use of pictures is one that no candidate for public office should overlook, as it is a proven fact, that in the past, the successful candidate was the one that made use of good cuts in his campaign.

The picture at the left is made up to show the four most commonly used screens in campaign work. The 120 line screen being used on high class cards and enamel folders. The 100 line screen on cards, letterheads, folders and book paper. The 80 line screen on cards, posters, and the better grades of newspaper stock. The 60 line screen is used mainly for newspaper work.

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AND EQUIPMENT**

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STEWART

OFFICE SUPPLY COMPANY

1521-23 COMMERCE STREET DALLAS

are the Santa Fe, Dallas Power and Light, Magnolia Petroleum Company, First National Bank—all in Dallas—and the Lone Star Gas Company office building in Fort Worth. The cost of air conditioning these buildings will approximate \$1,000,000. The Mercantile National Bank in Dallas has announced that it will enlarge its quarters at an expenditure of approximately \$40,000, adding 2,500 square feet to the lobby.

Plans for the sale of \$600,000 in Brown County, Texas, Water Improvement District No. 1 bonds have been announced, the bonds to match a \$450,000 PWA grant for the construction of Lake Brownwood irrigation system and city water supply. E. P. McKenna, president, McKenna Hotel Company, operators of the Blackstone Hotel, Tyler, Texas, has announced the letting of a contract for the construction of a \$100,000 air-conditioned office building on property adjacent to the Blackstone, the first floor of this building to serve as a union bus terminal. The United Fidelity Life Insurance Company has announced plans for the construction of a two-unit apartment building in Dallas, costing approximately \$50,000.

Building permits in a group of North Texas and Oklahoma cities during January as compared with the same month of last year were as follows:

TEXAS

City	January, 1938	January, 1937
Amarillo	\$ 51,500	\$ 46,500
Corpus Christi	6,000	7,500
Dallas	965,500	912,000
Denison	7,500	6,500
Denton	7,000	3,500
Fort Worth	720,500	280,000
Longview	69,500	47,000
Lubbock	117,500	73,500
Marshall	23,500	19,000
Paris	9,500	1,500
Pampa	21,000	46,000
Plainview	2,500	3,500
Sherman	19,000	9,000
Texarkana	8,000	25,000
Tyler	127,500	79,000
Wichita Falls	38,000	9,000

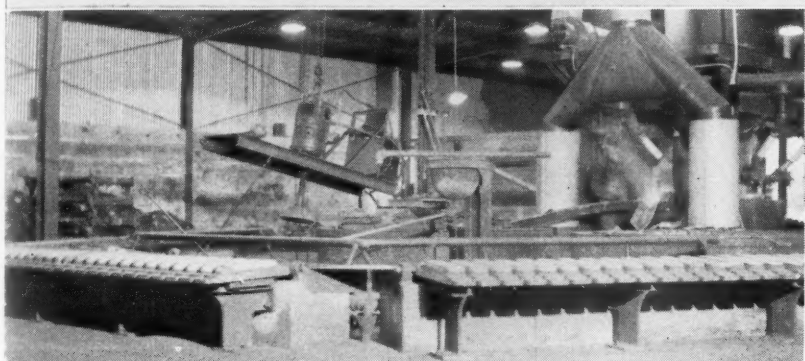
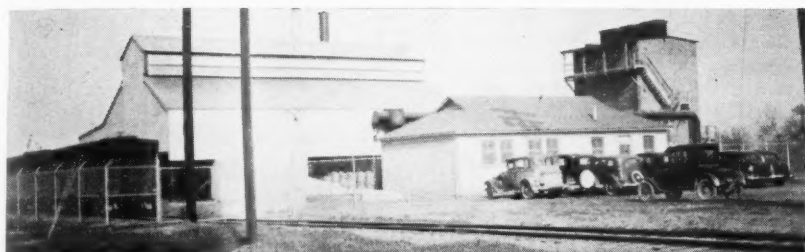
OKLAHOMA

Ardmore	\$ 1,500	\$ 5,000
Bartlesville	126,000	15,000
Chickasha	65,000	7,500
Cushing	6,000	1,000
Duncan	5,500	4,500
Enid	21,500	158,500
Guthrie	43,500	7,500
Lawton	16,000	4,500
Muskogee	6,500	8,000
Norman	17,500	11,500
Oklahoma City	462,000	303,000
Ponca City	475,500	12,000
Sapulpa	1,200	None
Shawnee	8,500	2,000

**Dallas Man Invents Grass
Eradicator**

W. A. Martin of 3809 Amherst, Dallas, has invented a new machine to eradicate Johnson and Bermuda grass. The machine has been patented and is being operated on the E. W. Drinkard farm near Farmers Branch.

New Smelter Reclaims Battery Plates



THE National Lead Company recently completed and put into operation the first unit of its Dallas smelter at Morrell Street and the Katy railroad. The 24-inch blast furnace, with capacity of 25 tons of metal daily, converts scrap battery plates into antimonial lead for battery manufactures. Exterior and interior views of the new smelter are shown above. Other units of the smelter to recover other materials, such as type metal drosses, are contemplated by the National Lead Company in the future.

Operations were begun at the smelter January 17, and the initial run was 525 tons of metal. The scrap plates are shipped into Dallas from all parts of Texas and the Southwest, and the converted metal is sold to battery manufacturers over a wide territory. Approximately 20 to 25 employees are given work at the smelter.

C. M. Bodine is manager of the Dallas plant, which operates under the St. Louis branch of the National Lead Company.

Realtors Select Dallas For 1938 Convention

Realtors will rule Dallas, January 20-21, 1939, as a result of a decision of the South Central Region of the National Association of Real Estate Boards to hold their annual conclave here. An attendance of possibly 1,000 is anticipated, including many of the officials of the National association. Dallas asked for the meeting at the 1938 convention at Wichita, Kansas, and the invitation was accepted.

The Dallas plant, which has been in operation for a number of years, is located at 959 Terminal Street and has approximately 15 employees.

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Famous Brands*



Hart, Schaffner & Marx Clothes

Arrow and Manhattan Shirts

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a line of Store Fixtures designed and built to sell more merchandise PROFITABLY. Our designing facilities are at your disposal . . . No obligation . . . Call us today . . . Phone 2-4144.

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DALLAS, TEXAS

Two Guests One Price

\$2.00
AND
\$2.50

Single or
Double
All Outside Rooms
With Tub or Tub and
Shower
JACK TUCKER
Owner-Manager

Ten Floors of Solid Comfort

Near Theatres and Business Section

HOTEL MAYFAIR

DALLAS' NEWEST HOTEL

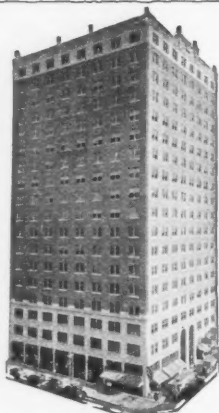
Ross at St. Paul

DALLAS

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E. D. Balcom Gus K. Weathered
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Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing
Agents for:

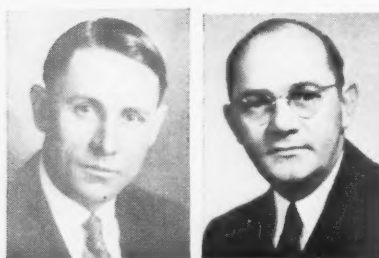
H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Allied Van Lines, Inc.
Phone 2-7111

New Dallas Printing Concern Organized

Announcement has been made by the principals of a new printing establishment, that the Texas Printing House, formerly owned and operated by Travis Campbell, had been bought outright by them, and hereafter will be operated as Texas Printing House, Incorporated.

E. Gross Brunson, president and treasurer, and Walter F. Clark, vice president and secretary, state that their business will be conducted at 2500 McKinney Avenue.

Mr. Brunson has been connected with the Texas Printing House since January, 1930, moving here at that time to take over the production end of the business. Subsequent changes in the personnel of



WALTER F. CLARK E. GROSS BRUNSON

the concern placed him in the sales department and for seven years he has been vice president and general manager.

Walter F. Clark is well known in printing and business circles of Dallas, having been identified with the printing industry since 1900. Mr. Clark has been connected with various local printing establishments as pressman; was in business several years alone, and later entered into a partnership with Herbert Stellmacher, which concern was later incorporated and Mr. Clark was production manager for that concern for thirteen years, severing his connection to become interested in the Texas Printing House, Incorporated.

The Texas Printing House, Incorporated, provides a complete letter-press printing service, including advertising literature, and commercial printing. Also high school and college diplomas.

Reo Factory Branch Opened In Dallas

The Reo Sales Corporation, a factory branch-operated sales and service division of the Reo Motor Company, has opened quarters at 1214 South Ervay Street. W. D. (Buck) Evans is branch manager, with Harold Labertew as service manager, H. B. Hickson as parts manager, V. C. (Doc) Morgan as assistant parts manager, H. S. Bashford as auditor, and W. H. Ector in charge of the wholesale division. Vilbig Motors, Inc., authorized Reo dealers, will continue to render additional Reo sales and service.

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Termites Cause Heavy Property Damage Here

Last year termites had a grocery bill of over \$50,000,000—paid by the property owners of the United States. This year, and apparently each succeeding year, the country must expect an even larger bill, for termite infestation and damage in the United States is steadily mounting, according to J. V. Stephen, president of the Terminix Insulation Corporation of Dallas.

Unfortunately for the South, termites prefer this section of the country. Cli-



J. V. STEPHEN

matic conditions in the South are ideal for the survival and propagation of these wood-eating pests. Thousands of inspections reveal the startling fact that from fifty to seventy-five per cent of all buildings in many Southern cities are infested with termites.

Despite the fact that widespread termite damage has been apparent in this country for only a few years, there has been no "invasion" by termites. These insects have inhabited this country for millions of years, living in the forests and performing their natural function as scavengers. When forests were cut down and cities built over them the termites' natural food supply was removed and the insects began attacking the wood in homes and buildings. In addition, changes in modern construction and the introduction of central heating plants greatly facilitated the invasion of homes by termites.

In recent years termites, and the increasing damage they are doing to property have attracted more and more attention in newspapers and magazines, and as a result, the homeowners of the nation have become aware of the se-

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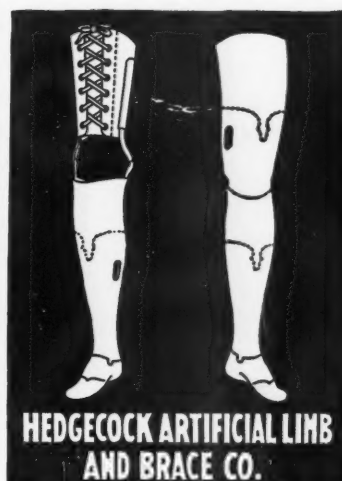
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riousness of the termite menace. How-
ever, long before the gravity of the situa-
tion became publicly apparent, the seri-
ousness of the termite problem was rec-
ognized by scientists and research on
methods of curbing it was begun.

"Logically enough," Mr. Stephen said,
"research on control of termites activity
was started by one of the leading manu-
facturers in the lumber industry. Soon
after the World War, when hardwood
flooring became so universally popular,
flooring manufacturers began to receive
complaints from customers to the effect
that 'bugs of some kind are in your floor-
ing.' Naturally concerned, one of the larg-
est of these hardwood flooring companies,
E. L. Bruce Company of Memphis, Ten-
nessee, began investigating. The 'bugs'
were found to be termites, and it was
proved to the satisfaction of hardwood
floor owners that the 'bug' did not come
in the flooring but worked their way up
into it from the ground after the floor-
ing was installed.

"Then followed years of painstaking
research on termites and methods of con-
trol. A laboratory was established and
many formulae were tested in an effort
to discover an effective chemical barrier
to termites. Finally the chemical, Ter-
minix, was developed, and several years
of experimental work in and around
Memphis followed. As a result, the treat-
ment was found to be so effective for
insulating structures against termites that,
during the past nine years it has been
made available nationally through licensees
selected by Bruce and given extensive
training. Today, there are fifty-three of
these Bruce Terminix licensees, operating
in the thirty-four states most heavily in-
fested with termites. Naturally, these li-
censees first began operating in the South,
where termites' infestation was heaviest,
and among the earlier licensees was the
Dallas company now operating under the
name of Terminix Insulation Corpora-
tion.

"An effective termite control chemical
is only half the story. Equally important
is the method of application. Because of
the termite's uncanny ingenuity in find-
ing the smallest unprotected entrance
into a building it is necessary to insulate
every possible point of entry in order to
achieve effective control. All Terminix
licensee follow treating methods care-
fully worked out and tested by E. L.
Bruce Company.

"The method employed by Brue Ter-
minix licensees takes advantage of the
termite's vital need for moisture for their
very existence. This moisture need is sup-
plied from the nests in the ground, and
termites working in wood in buildings
must make frequent trips back to their
ground nests to obtain moisture. The
tunnels through the wood and tubes on
foundation walls are constantly teem-

ing with termites—some going up for
food—others down for moisture.

"Competent inspectors study the plan
of the building, and observe all points
or areas that are vulnerable to termite
attack—that is, places where termites
will pass through in going from nests to
wood. Small holes are drilled deep into
timbers and the chemical, Terminix, is
forced in under high pressure, permeating
the wood. This is only one of the several
important features of controlling termites
by the method of placing a toxic barrier
in their path. This barrier prevents the
up and down travel of the termites.
Those in the wood cannot get down to
the ground for moisture and soon die.
Those in the ground are blocked from
going up into the structure.

"When the solvent evaporates, crystals
of the toxicant remain deep within the
wood and in the ground—an effective
chemical barrier to termites. Those in the
timbers cannot reach the ground to get
their necessary moisture and soon die.
Those in the nests are unable to get back
into the wood, and must move elsewhere.

"That this method of termite control
is effective is proved by the fact that
over 40,000 homes and buildings have
been insulated against termites by Ter-
minix licensees in the past nine years. A
five-year service contract is given by the
licensee on every Terminix Insulation job.
Performance of the terms of this con-
tract is guaranteed by E. L. Bruce Com-
pany, and their guaranty is insured by
Sun Insurance Office, Ltd., the world's
oldest insurance company."

AIR-CONDITIONING

(Continued from Page 23)

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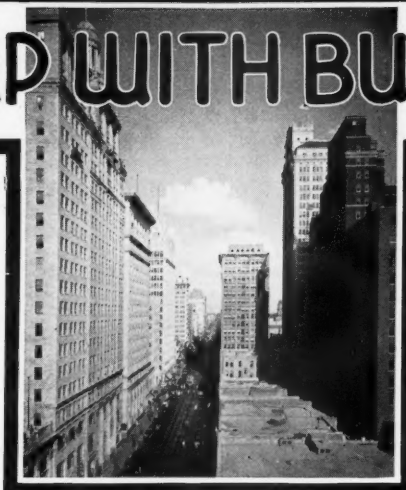
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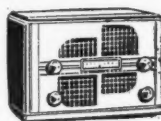
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George J. Hundley Company Moves From Tyler to Dallas

The George J. Hundley Company recently moved from Tyler to Dallas and located at 531 S. Ervy Street because of the number of the firms customers who had moved to Dallas.

The Hundley Company makes photo-static copies, direct white prints and blue prints, specializing in work for oil concerns. The company has installed additional new equipment in connection with the move to Dallas.

Dallas Firm Handles All Kinds of Scales

Scales ranging in size from 9-ounce postal scales to 200-ton railroad truck scales are handled by the Dillon Scale Repair Company, 4151 Commerce Street, operated by M. D. Dillon and W. M. Dillon.

The company is dealer and agent for the Howe Scale Company, and also has expert mechanics to repair any make or kind of scale. It sells both new and rebuilt scales. The service for sales and repairs extends to all of the Southwestern states, and the firm is said to be one of the oldest and largest exclusive scale sales and repair firms in the Southwest.

DALLAS BUSINESS

(Continued from Page 9)

Motion picture theatre.

Motor Carrier Insurance Agency, 1013 Liberty Bank Building. Insurance.

Southwest Management Engineering Company, 314 Allen Building. Industrial engineers. Jack C. Kern, manager.

Southwest School of Radio Broadcasting, 822 Santa Fe Building. Radio school. Affiliated with Broadcast Recordings, Inc., producers of radio transcription records.

Winsett Advertising Agency, 1143 Liberty Bank Building. Advertising.



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Allen Building	30	Frankfort Finance Corp.	33	Old Union Beer	33
American Beauty Cover Co.	30			Outdoor Electric Co.	25
Atlas Metal Works	24	Garland Travel Service	18	Parker-Griffith Photographers	23
Austin Engraving Co.	28	General Plumbing Supply Co.	24	Photomats	32
		Guardian Life Ins. Co.	17	Pig Stands, Inc.	33
Barrow-Wade Guthrie	19			Pollock Paper Co.	24
Beaumont Port Commission	18	Hawkins Tire & Battery Co.	22	Prendergast, A. C. Co.	3
Bolanz & Bolanz	31	Hawley Company	25		
Brewington Lumber Co.	32	Hedgecock Artificial Limb Co.	31	Radio Zephrey Co.	33
Brown Cracker & Candy Co.	25	Hilton Hotel	17	Republic Insurance Co.	28
		Honor Roll	4	Republic National Life Insurance Co.	30
Cannon Ball Towell Supply Co.	32	Hudson & Hudson	33	Reinhardt, I. & Co.	22
Cargo, Hugh	18	Hundley, George J.	33		
C-E-Z Tag Co.	32			Seay & Hall	18
Clough, Forest W.	30	Johnson, John J.	33	Slack Lock & Safe Co.	25
				Smith Detective Agency	
Dallas, Big Dallas Pages	20-21	Kennedy Machine & Brass Works	24	Smith-Price & Harris	32
Dallas Broom & Mop Co.	24	Klein Brothers	31	Smith, Wright K.	28
Dallas Building & Loan Assn.	22			Southwestern Blue Print	33
Dallas Enameling Co.	23	Lamar Street Foundry	25	Southwestern Life Insurance Co.	26
Dallas Engineering Co.	25	Libecap Electric Co.	33	Stewart Office Supply Co.	28
Dallas National Bank	27	Lindsley, J. W. Co.	3	Superior Photo Engraving Co.	22
Dallas Power & Light Co.	30	Long, Lloyd M.	31	Superior Wholesale Market	32
Dallas Silversmithing Co.	31				
Dallas Transfer & Terminal Co.	30	Malone, Frank Garage	32	Terminex Insulation Co.	18
Dallas Vinegar & Blueing Co.	31	Marcy Lee Mfg. Co.	24	Texacone Company	24
Dallas Zone Chevrolet Co.	36	Mayfair Hotel	29	Texas Corrugated Box Co.	25
Dentler Mail Products	22	McElreath, Sam Ross		Texas Cut Stone Co.	24
Dillon Scale Repair Co.	22	Metropolitan Building & Loan Assn.	30	Texas Press Clipping Bureau	33
Dudley, Fred J.	32	Metropolitan Business College	33		
		Miller Artificial Limb Co.	28	Vitalic Battery Co.	25
Ewing, S. L. Co.	33	Morten Milling Co.	24	Watson Company	31
				Weever Funeral Home	21
First National Bank	19	National Hotel	3	Wilkinson Printing Co.	34
Fisher Pecan Co.	33	Neon Tube Sign Co.	33	Wilson, James K. Co.	29
Flower Mart	27				

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Fort Worth, Texas,
and *Myrtle E. Huff*, Elgin, Ill.

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Purpose of Parks . . .	2
History of Public Parks . . .	8
Selection of Park Sites . . .	18
Organization of a City Park Department . . .	34
School Grounds as Parks . . .	48
The Planned City . . .	54
The Story in Pictures . . .	81
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MORE STYLE is found in the new treatment of radiator grille and the massive fenders which harmonize with the new hood and body lines.

— and Ford V-8 Trucks put more pay into every payload!

Ford V-8 trucks for 1938 promise truck operators bigger hauling economies this year!

These new units offer an even wider choice of body types and wheelbases than last year. A new One-Tonner has been added to the line. A new frame width on the large units makes special body mounting easier than ever.

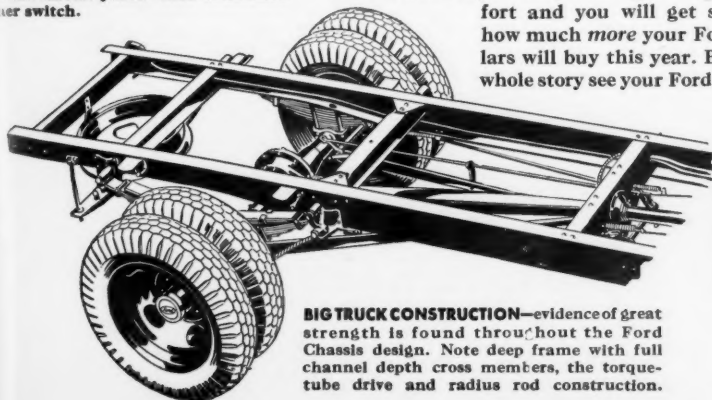
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